



Voluntary Standards for the Labeling of Plant-based Milks in the United States

1) Purpose of Voluntary Standards

The Plant Based Foods Association (PBFA) has developed suggested nomenclature for the wide range of dairy-free, plant-based milks currently in the marketplace. PBFA developed these voluntary standards to promote consistency and clarity in labeling across the category.

These voluntary standards are intended to be consistent with existing requirements of federal and state laws applicable to food labeling.

2) Definitions and compositional guidelines for plant-based milks

- a) Plant-based milk: A liquid food produced by combining nuts, grains, legumes, seeds, (or ingredients derived from these foods), or other plant-based ingredients, with water and other optional non-animal-based ingredients.
- b) Characterizing ingredient(s): The nut, grain, legume, seed or other plant-based ingredient used in the product and declared in the ingredient list on the information panel is the characterizing ingredient. There may be more than one characterizing ingredient.
- c) Dairy-Free: A plant-based milk is dairy-free if it does not contain any ingredients (including additives) derived from animal milk.
- d) Compositional Requirements: The percent of solids derived from the characterizing ingredient, or combination of more than one characterizing ingredient, may vary from beverage to beverage but should be greater than or equal to two percent of the final weight or volume of the finished product to qualify as a plant-based milk made from the characterizing ingredient or ingredients.

Note: If compositional requirements for a specific plant-based milk are established in other standards in the United States, the standard that requires the highest level of inclusion of the characterizing ingredient or ingredients should be used.

3) Labeling of plant-based milks

- a) The statement of identity should indicate that the milk is plant-based by either:
 - 1) Including the characterizing ingredient(s) in conjunction with the word "milk," presented as a single word (e.g., "almondmilk") or two words (e.g., "almond milk"). If the product is made from more than one characterizing ingredient, this may be indicated through hyphenation (e.g., "almond-cashew milk"), or

2) The product may be labeled as “plant-based milk” (with or without the hyphen) as long as the characterizing ingredient(s) is/are also clearly stated on the principal display panel and the information panel.

For either option, where feasible, all words in the statement of identity should be in the same type size, the same font and color, and appear on the same line.

- b) All plant-based milks should clearly be labeled as “dairy-free” (preferable) or “non-dairy” in a prominent position on the principal display panel.

4) Adoption

Recommended within one year of release of this document.