



# “Milk” Product Labeling in the U.S.

**Most Americans believe that the U.S. Food & Drug Administration should restrict plant-based beverage companies from using the word “milk” on product labels.**

Washington, DC, January 9, 2019 – A recent poll conducted on behalf of the National Milk Producers Federation shows that half of all Americans (49%) believe that non-dairy brands should not be allowed to use the term “milk” on their product labels because they are often less nutritious than dairy milk. However, half of Americans also believe that allowing companies to use the word “milk” on non-dairy beverages, despite a policy which restricts imitation dairy foods derived from plants from being labeled as a type of milk, has *no effect on their confidence* in food labeling (47%). A little less than half said it made them *less confident* in U.S. food labeling, while a small minority said it made them *more confident*. When informed that the U.S. Food and Drug Administration currently defines “milk” as the product of an animal, but doesn’t enforce the labeling rule, most respondents said that they believe the FDA should restrict non-dairy beverage companies from using the term “milk” (61%). A much smaller number believe that the FDA should *not* restrict non-dairy beverage companies (23%).

**[INFO SCREEN]** Increasingly beverages made with almonds, soy, or other plant-based ingredients are using the word “milk” to describe their non-dairy products. That’s despite the fact that they are often less nutritious than dairy milk.

1. Knowing that, should non-dairy brands be allowed to use the term “milk” on their product labels?

	<b>Total (N = 1,005)</b>
Yes	32
No	49
Don’t know	19

2. In other countries, like Canada, Great Britain, and Germany, imitation dairy foods made from plants cannot be labeled as a type of milk. The U.S. has the same policy, but still allows companies to use the word “milk” on non-dairy beverages. What effect, if any, does this have on your confidence in food labeling in the U.S.?

	<b>Total</b>
More confident	9
No effect	47
Less confident	44

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3. The U.S. Food and Drug Administration currently defines “milk” as the product of an animal, but doesn’t enforce that labeling rule. Do you believe that the FDA should restrict non-dairy beverage companies from using the term “milk” on their product labels?

	<b>Total</b>
Yes	61
No	23
Don't know	16

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### About the Study

These are findings from an Ipsos poll conducted January 4-7, 2019 on behalf of the National Milk Producers Federation. For the survey, a sample of 1,005 adults 18+ from the continental U.S., Alaska and Hawaii were interviewed online in English.

The sample for this study was randomly drawn from Ipsos' online panel (see link below for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see link below for more info on the Ipsos "Ampario Overview" sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2016 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.5 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,005, DEFF=1.5, adjusted Confidence Interval=+/-5.0 percentage points).

For more information about conducting research intended for public release or Ipsos' online polling methodology, please visit our [Public Opinion Polling and Communication](#) page where you can download our brochure, see our public release protocol, or contact us.

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Ipsos Public Affairs is a non-partisan, objective, survey-based research practice made up of seasoned professionals. We conduct strategic research initiatives for a diverse number of American and international organizations, based not only on public opinion research, but elite stakeholder, corporate, and media opinion research.

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### About Ipsos

Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks fourth in the global research industry.

With offices in 88 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media; customer loyalty; marketing; public affairs research; and survey management.

Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,780.5 million in 2017.

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We deliver with security, speed, simplicity and substance. We are Game Changers.

Ipsos is listed on Eurolist – NYSE-Euronext.  
The company is part of the SBF 120 and the Mid-60 index  
and is eligible for the Deferred Settlement Service (SRD).

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