



21300 NOVI ROAD – NORTHVILLE, MICHIGAN 48167 – (248) 349-1466 FAX (248) 349-1975

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Dear Deputy Commissioner Crawford,

We encourage you to put a stop to the misuse of traditional dairy terms by manufacturers of soy and other plant-based alternatives. These products are merely imitations or substitutes for milk and other dairy products, which have Federal Standards of Identity and should be labeled as such.

FDA needs to enforce the standards of identity for "Milk," "Yogurt," "Sour Cream" and other dairy products, which are being ignored and abused by marketers of "Soy milk", and other mislabeled products. These companies should not be permitted to represent their products as something they are not. In order to stop possible consumer confusion and protect the integrity of your agency's own regulations, FDA needs to act now!

Guernsey Dairy Stores, Inc.

Name:

21300 Novi Road

Address

Northville, MI 48167

City/State/Zip

James M. McGuire
James McGuire

Hugh McGuire
Hugh McGuire

Michael McGuire
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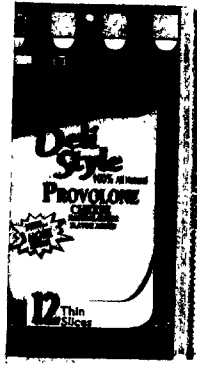
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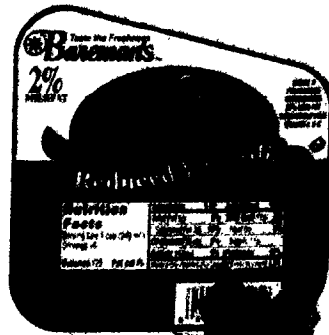
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