

Editorial

The “Milk is Milk” industry campaign threatens public health

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Abstract

The Cancer Prevention Coalition and Organic Consumers Association released on February 4, 2005 the following statement by Samuel S. Epstein, M.D., professor emeritus, Environmental & Occupational Medicine, University of Illinois at Chicago School of Public Health; Chairman, Cancer Prevention Coalition; and Ronnie Cummins, National Director, Organic Consumers Association.

Last month, the Hudson Institute’s agribusiness-funded Center for Global Food Issues launched an aggressive “Milk is Milk” campaign to assure consumers that there is no difference between natural milk and that from cows injected with Monsanto’s genetically-engineered or recombinant Bovine Growth Hormone (rBGH) to increase milk production and profitability. This campaign is also aimed at preventing organic dairy farmers and retailers from making “false or misleading claims to be hormone-free, (and) nutritional and animal welfare perceptions, such as happier cows.” Responding to Hudson’s complaints, the Food and Drug Administration (FDA) announced that it will take action against such misleading marketing practices.

A 1999 European Commission report by a team of internationally recognized experts concluded: “Avoidance of rBGH dairy products in favor of natural products would appear to be the most practical and immediate dietary intervention to ... (achieve) the goal of preventing cancer.”

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