

Chapter ATCP 83

APPENDIX A

SAMPLE LABEL STATEMENTS

These are sample label statements which would be acceptable for fluid milk under the rule, provided all other requirements of the rule are met. The use of equivalent words or phrases is not prohibited. Note that rBGH and rBST are considered to be equivalent, interchangeable terms. For dairy products other than fluid milk, the statement “from cows not treated with rBST” should be altered to read “made with milk from cows not treated with rBST.”



For non-label claims, such as those made in advertising and point-of-purchase displays, all qualifying statements must be at least as clear and conspicuous as the primary statement. All qualifying statements must be placed directly in conjunction with the primary statement.