

Rodale Institute CEO Hails Pennsylvania for Supporting Truth in Milk Labeling

Former Dairy Farmer Sees Action as Stopping Dangerous National Trend

KUTZTOWN – January 17, 2008 - The State's decision to continue to allow milk producers to inform consumers if they don't use recombinant bovine growth hormone (rbGH) on their cows is a victory for everyone who wants a stronger food system, The Rodale Institute CEO Tim LaSalle said today.

"This is a decision that will resonate nationally. It was the first attempt to roll back open labeling and it is critical that in the first attempt it was stopped," said LaSalle. "The Rodale Institute is extremely pleased that the State of Pennsylvania is looking out for the welfare of consumers and their right to know."

In October, the state published regulations that prohibited dairies from informing consumers about their use, or non-use, of RbGH, a synthetic hormone manufactured by Monsanto that increases a cow's production of milk. The rules were supposed to go into effect on February 1, 2008. Organic and hormone-free milk has been one of the largest growing dairy products in the last few years. Responding to this demand the number of cows treated with these hormones has dropped from 22.3 percent of all cows in 2002 to 17.2 percent in 2007.

As a former dairy producer and professor of dairy science, LaSalle explained that milk labeling is a critical health issue where policy makers should invoke the so-called "precautionary principle," which requires proponents of a change to prove its safety before it is accepted.

The Rodale Institute, a 333-acre nonprofit education and research center near Kutztown in Berks County, has been a leader in the science of regenerative and organic agriculture and its impact on global warming, nutrition and human health.

For 60 years, The Rodale Institute has been a pioneer in organic research, education and outreach, advocating organic food production techniques as a means of renewing human and environmental health.

For more information or to interview Tim LaSalle contact Communications Director Paula Hunker at 610-683-1400.