



**DEAN FOODS COMPANY**

March 8, 2000

Dr. Christine Lewis  
Acting Director of the Office of Nutritional  
Products, Labeling & Dietary Supplements

Virginia Wilkening  
Director of the Division of Standards &  
Labeling Regulations

RE: 'National Milk Producers Federation' Objection to Use of the Term Soymilk

I would like to voice an industry opinion regarding the NMPF's petition to the FDA regarding objection to the use of the term 'Soymilk'.

As a dairy foods processor, Dean Foods Company would like to state that the term 'soymilk' has been widely recognized in our industry as the commonly used name for natural beverages made out of soybeans, water and other vegetable based ingredients for a number of years. We recognize this term to be accurately descriptive, meaningful and widely understood as the term used for natural, non-dairy products made from soybeans. We have not found this term to be misleading to ourselves or our customers in the distribution and retail supermarket trades. We have not received any complaints from customers or consumers regarding this issue. In fact when discussed, the term 'soymilk' is most often if not always the generic term used in conversation or written reference to this product category.

We are not in agreement with the NMPF's objection to the use of this term.

I appreciate your consideration of this statement in evaluating the merit of the petition in front of the FDA.

Respectfully,

George Muck, Ph.D.  
Vice President, Research & Development  
DEAN FOODS COMPANY

GM/jlh

pc: D. Purcell

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