



Helping Australians make more informed food choices



It's important that milk labelling and marketing is clear, so that consumers understand the nutritional and health benefits of dairy versus plant alternatives.

The last decade has seen a diverse range of products marketed as alternatives to dairy, including those made from soy, nuts, coconut, rice, oat, pea and newer sources like hemp and quinoa.

This is alarming for dairy industries and government authorities around the world as it creates consumer confusion and undermines purchasing decisions.

Australian Dairy Farmers (ADF) and Dairy Australia are encouraging concerned dairy farmers to sign the ADF labelling petition <http://farmers.org.au/campaign/reclaimmilk/>.

Dairy Australia is also directing consumers through Google Search and other paid advertising to its [You Ask, We Answer](#) web hub to learn more about dairy and its unique attributes that set it apart from the rest.



Read more about the issue at www.dairyaustralia.com.au/news-listing/helping-australians-make-more-informed-food-choices