

Farm and Ranch Freedom Alliance
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Testimony to the Senate Committee on Agriculture and Natural Resources

SB 308: Allowing the on-farm retail sale of raw, unpasteurized milk so long as certain labeling and advertising requirements are met

Chairman Kerschen and Members of the Committee:

The Farm and Ranch Freedom Alliance (FARFA) **opposes** Senate Bill 308. FARFA is a nonprofit advocacy organization that supports independent family farmers and protects a healthy and productive food supply for American consumers.

A warning label is used for raw milk in several states, and we do **not** oppose the general concept. But Senate Bill 308 takes it to an overly burdensome and absurd extreme. SB 308 requires the farmer to print a **36-word** warning statement in the **largest** font used anywhere on the label or in the ad. Consider this image of a typical half-gallon container of milk:



Envision the warning required in SB 308 printed in the same size as the word "Milk" on that label:

This product
contains ungraded
raw milk that is not
pasteurized and, as
a result, may
contain organisms
that cause food-
borne illness,
especially in
infants, young
children, older
adults, pregnant
women and people
with weak immune
systems.

The label would be completely dominated by the warning. And, indeed, it's questionable whether a normal-sized label would be large enough to encompass the warning.

FARFA urges the Committee to amend SB 308 to provide for a reasonable warning label. Based on the requirements for all other raw or undercooked animal products, an appropriate label would be: "This product contains ungraded raw milk, which may increase your risk of foodborne illness." The language should appear on the label in a clearly visible location in at least 10-point font.

Respectfully submitted,

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