

**Letter to the United States Federal Trade Commission re: Deceptive
Milk Labeling and Advertising Concerning rBST**

November 27, 2006

I am John Vrieze of Baldwin, Wisc [city and state]. I

have read the referenced letter addressed to you regarding current and widespread milk labeling and promotional practices with respect to milk and milk products from cows supplemented with recombinant bovine somatotropin ("rBST"). I share the concerns presented and add my name to the letter.

I believe that the labeling and promotional practices mentioned in the letter present a serious regulatory and public health problem. Simply put, I believe consumers are being misled, misinformed, and taken advantage of. Meanwhile, dairy producers are being harmed. Accordingly, for the record, I urge that the Federal Trade Commission to take the actions requested by this letter and all of its signatories. FTC action is essential if the damaging and unlawful practices that predominate in the marketplace are to be stopped.

John Vrieze President
Printed Name: Dairy Business Association
Affiliation: Wisconsin Industry Organization
Title: President

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John Vrieze
Printed Name: John Vrieze

Affiliation: Baldwin Dairy - Emerald Dairy

Title: Owner

