

MEMORANDUM

Celinda C. Lake
President

To: Interested parties

From: Celinda Lake, Joshua Ulibarri, and Christopher Panetta

Re: An Overwhelming Majority of Americans Support “rBGH free” Labeling

Date: March 21, 2007

Alysia R. Snell
Partner

American adults believe that milk that originates from cows that have NOT been treated with rBGH ought to be allowed to have an “rBGH-free” label.

Michael J. Perry
Partner

A Lake Research Partners’ national survey¹ shows that eight in ten adults (80%) feel dairy products originating from cows that have not been treated with the hormone rBGH should be allowed to be labeled as such. Few (15%) oppose allowing this labeling.²

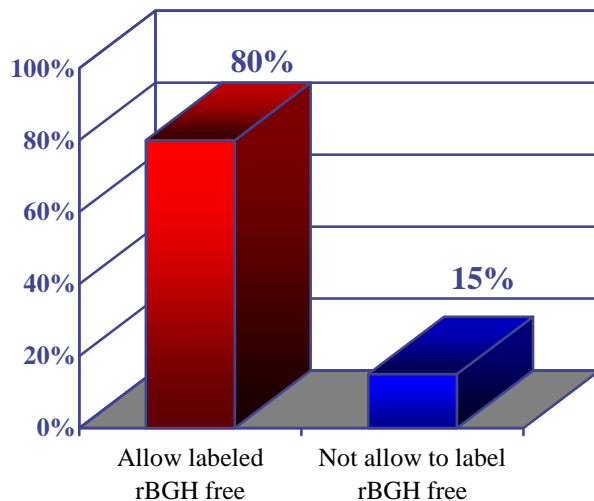
David Mermin
Partner

Robert G. Meadow, Ph.D.
Partner

Daniel R. Gotoff
Partner

Joshua E. Ulibarri
Vice President

Rick Johnson
Vice President



Support for allowing “rBGH-free” labeling is consistent across demographic groups including men (78% favor allowing labeling) and women (82%), whites (83%), Latinos (80%), and African Americans (66%). **In fact, support for allowing “rBGH free” labeling never falls below 66% among demographic groups.**

For more information please contact Patty Lovera in Food & Water Watch’s Washington, DC, office (202-797-6550) or Joshua Ulibarri in LRP’s Washington, DC, office (202-776-9066).

¹ **Methodology:** Lake Research Partners designed this telephone survey and it was administered by CARAVAN® Opinion Research Corporation. Food & Water Watch commissioned the questions. The survey was conducted among a national probability sample of 1,000 adults comprised of 484 men and 516 women, 18 years of age and older, living in private households in the continental United States. Interviewing was conducted February 28-March 5, 2007. The data has a margin of error of +/- 3.1 percentage points.

² **Question Wording:** Some milk comes from cows that have been treated with an artificial growth hormone called rBGH to increase their milk production. Other milk comes from cows that have NOT been treated with the hormone rBGH. Some people want to label dairy products according to whether or not they are from cows that have been treated with rBGH. What do you think? Should milk from cows that have NOT been treated with the hormone rBGH be allowed to be labeled as “rBGH free,” or should that not be allowed?