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NEWS RELEASE

For Immediate Release
September 27, 2018

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NPA Says FDA Plant Based Labeling Exercise Should Protect Commercial Free Speech

NPA Will Submit Formal Comments to the FDA

WASHINGTON, D.C.— The Natural Products Association (NPA) today urged the Food and Drug Administration (FDA) to protect commercial free speech as it considers changing its labeling requirements for products that use dairy names to describe plant-based products such as “soy milk” and “almond milk.”

“Consumers deserve access to accurate and meaningful information about the products they use each and every day. As the FDA considers making changes to the ways many popular products are labeled and branded, we urge the Agency to also consider the impact they could have on commercial free speech,” said Daniel Fabricant, Ph.D., president and CEO of NPA. “Before placing restrictions on commercial free speech, the government must prove there is a substantial risk to consumers. We are optimistic the FDA’s process will lead to an outcome that both protects consumers and ensures the producers of natural products and plant-based foods are not burdened with unnecessary regulations. We look forward to working with the FDA on this issue and submitting formal comments.”

Natural Products Association

The **Natural Products Association (NPA)** is *the* trade association representing the entire natural products industry. We advocate for our members who supply, manufacture and sell natural ingredients or products for consumers. The Natural Products Association promotes good manufacturing practices as part of the growth and success of the industry. Founded in 1936, NPA represents approximately 1,000 members accounting for more than 10,000 locations of retailers, manufacturers, wholesalers and distributors of natural products, including foods, dietary supplements and health/beauty aids. Visit www.npanational.org.