

**What's all this bovine growth hormone controversy all about, anyway? /
Alta Dena.**

Contributors

Alta Dena Certified Dairy.

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And why doesn't
Alta Dena
use them?

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growth hormone
controversy all
about, anyway?

**ALTA
DENA**

Pure. Wholesome. Good.

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**ALTA
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A message to consumers about Bovine Growth Hormones

guaranteed by our farmers
from cows not treated
with growth hormones (rBST)

Since the approval of bovine growth hormone rBST by the Food and Drug Administration in 1994, many consumers have called us to express their concerns. The following information will explain the controversy and let you, our valued customer, know what Alta Dena® is doing to respond to your concerns.

The scientific name for bovine growth hormone is bovine somatotropin (BST). BST is a naturally occurring hormone that is present in every cow to regulate her milk production.

Recombinant bovine somatotropin, or rBST, is a genetically-engineered clone of a cow's naturally occurring hormone that, when injected into cows, increases milk production.

Concerns have been raised by some scientists and consumer groups as to the long-term affect of rBST on cows and humans. For example, some groups are concerned the increased milk production in cows treated with rBST will lead to an increase in the incidence of mastitis, an infection in the udder. These groups believe this could cause a potential increase in the presence of antibiotics in the milk supply.

Some consumers feel that regardless of the government's findings, the results of scientific studies are inconclusive and prefer a product from cows that have not been treated with rBST. In fact, some reports indicate up to 75% of consumers will reduce or halt their purchases of dairy products if the milk is derived from cows treated with rBST, and virtually all of the calls and letters we've received concerning this issue support our "no rBST" position.

At Alta Dena we believe the quality of the milk begins with the cow. All our milk comes from local independent farmers who are not using rBST. And unlike most dairies who purchase powdered or condensed milk from a third party, we have invested in the equipment to produce the highest quality condensed skim milk possible (from our independent milk supply) for use in our milk, ice cream mixes, and cultured products.*

This is why Alta Dena is able to guarantee the products we manufacture are made from milk that comes from cows not treated with bovine growth hormone. When you see the words "from cows not treated with rBST," you can rest assured the product contains fresh milk and/or cream from cows not treated with rBST or other growth hormones.**

For over half a century Alta Dena has been the dairy that cares about your health, naturally. Our decision to use milk from cows not treated with rBST is just one of the many reasons consumers choose Alta Dena quality dairy products. For additional information about Alta Dena and the products we make, call or write: Alta Dena Certified Dairy, (800) 535-1369 Ext. 390, 17637 E. Valley Blvd., City of Industry, CA 91744.

We welcome
your comments

*In the manufacture of our frozen desserts, like ice cream and frozen yogurt, we use small amounts of natural dairy ingredients we obtain from other suppliers. These ingredients, such as whey powder, always meet our strict standards and enable us to market the high-quality frozen desserts our customers expect. Like most ice cream manufacturers, we obtain these ingredients from a third-party because we use them in such small amounts that we could not manufacture them economically. But you may rest assured all the milk and cream in our frozen desserts come from cows not treated with (rBST).

**Alta Dena purchases some finished products from third-party suppliers, such as butter and hard cheeses. While all these products must meet our quality standards, we cannot guarantee the manufacturer purchased the milk from a dairy farmer who is not using (rBST). However, all the products we manufacture in our own plant are made with milk from cows not treated with (rBST).

