

# Raw Milk Sales

## ~~Final~~ Report and Legislative Outlook

Scott A. Rankin, Ph.D.  
Associate Professor and Chair  
Department of Food Science

Wisconsin Association for Food Protection, June 9, 2011

# Background

- DATCP's initiative
- Raw milk bill introduced, defeated
- DATCP (Sec of Ag)
  - Raw milk working group
  - Assumed RM sales are coming
  - Created report
  - In hands of DATCP
  - Utility?

# Elements of Bill #1

Authorizes a dairy farmer with a grade A dairy farm permit to sell unpasteurized milk, buttermilk, butter, and cream directly to consumers on the farm if,

- Obtains a raw milk permit from the DATCP
- Container is prepared and filled in a sanitary manner
- Displays a sign indicating that raw milk does not provide the protection of pasteurization.
- A milk producer who sells a product...is immune from civil liability for the death of or injury to an individual caused by the product, unless the death or injury was caused by willful or wanton acts or omissions.

# Elements of Current Bill

- This bill allows a dairy farmer with a license and a grade A permit to register with DATCP for the purpose of selling unpasteurized milk and milk products.
- The bill also allows a dairy farmer who does not have a license or a grade A permit to register with DATCP if the farmer milks fewer than 20 cows.
- A dairy farmer who registers with DATCP may sell unpasteurized milk and milk products directly to a consumer on the farm if the dairy farmer or the consumer provides a sanitary container, the container is filled in a sanitary manner, and the dairy farmer posts a sign stating “Raw milk products sold here. Raw milk products are not pasteurized.”
- Also, under the bill, DATCP’s rules governing the operation of dairy farms and the testing and quality of milk do not apply to a registered dairy farmer without a license or a grade A permit if the farmer milks fewer than 20 cows.

# Raw Milk Working Group Document

- Animal?
- Products?
- Farm status?
- Testing/implications?
- Weights and measures?
- Licensure/fees?
- Container/filling?
- Labeling/signage?
- Shelf life?
- Recall?
- Economics?

# Background

- DATCP's initiative
- Raw milk bill introduced, defeated
- DATCP (Sec of Ag)
  - Raw milk working group
  - Created report
  - Assumed RM sales are coming
  - In hands of DATCP
  - Utility?

# Food Law Climate

- Strong regulatory authority
- Science component
- Political component
- Guilty until proven innocent
- Standards of business vs government
- Role of insurance companies

# Food Law Climate

- Governor Jim Doyle says everyone knows people who grew up on farms drinking raw milk, and believe they're healthier and stronger for it.
- But Doyle adds there's also a system in which milk goes out to millions of people who have to be protected for health reasons.

How would you construct a headline?



# Factors influencing legislation?



# Primary Basis of Actions Going Forward?

1. Nutritionally superior?
2. Kidneys will explode?
3. Some people will consume it?

# Raw Milk Sales

## ~~Final~~ Report and Legislative Outlook

Scott A. Rankin, Ph.D.  
Associate Professor and Chair  
Department of Food Science

Wisconsin Association for Food Protection, June 9, 2011