



For Immediate Release

The a2 Milk Company Calls Out the National Dairy Council For Opposing A Key Solution to the American Dairy Crisis

BOULDER, CO – May 1, 2018 –The a2 Milk Company has called on the National Dairy Council (NDC) to fight back against declining dairy consumption and the growing plant-based beverage industry by embracing a2 Milk®.

Blake Waltrip, U.S. CEO of the Australia-based Company, said: “What is it going to take to get the American dairy industry to embrace disruptive natural innovations like a2 Milk® that can help reverse the decline in dairy consumption, and make a meaningful difference to peoples’ lives. The a2 Milk Company now represents around 10% of expanding grocery fluid milk consumption in Australia, bucking the trend of declining milk consumption being experienced by most of the world’s dairy milk markets.”

Mr. Waltrip made his comments in response to the National Dairy Council’s inaccurate claims last week that A1 protein-free milk has no “nutrition or health benefits beyond regular milk.”ⁱ

Conventional milk contains a combination of A1 and A2 beta casein protein types. However, a2 Milk® is from cows that naturally produce milk with only the A2 protein type and no A1.

Despite the National Dairy Council and the established U.S. dairy industry’s claims, respected independent scientific journals have published significant, peer-reviewed findings demonstrating that for a significant number of people, a2 Milk® is easier on human digestion than conventional milk.

Fonterra Co-operative Group (Fonterra), one of the largest global dairy companies, recently embraced the A2 protein proposition. In February 2018, Fonterra entered into a Comprehensive Strategic Relationship with The a2 Milk Company that encompasses a range of supply, distribution, sales and marketing arrangements in targeted markets, including licensing the a2 Milk® brand in New Zealand. In addition, Nestle Wyeth, has recently launched an A1 protein-free infant milk in China further endorsing the scientific evidence that supports a2 Milk®.

Mr. Waltrip said: “Why is the National Dairy Council dismissing the growing body of evidence supporting the differences between A1 and A2 protein types? Why is the NDC not responding to a2 Milk’s® increasing global acceptance? a2 Milk® is the key for helping U.S. dairy farmers who are hurting amid historically low milk prices and declining consumption.

“The National Dairy Industry Checkoff program, which funds NDC, is also paid by the farmers that supply The a2 Milk Company. Why aren’t those funds used to support a2 Milk® marketing?

“If the National Dairy Council does not believe in the comprehensive body of scientific evidence supporting the a2 Milk® proposition to date then we have to ask its leaders why they have not funded any research of their own into the potential digestive differences of the A1 and A2 protein types? What do they have to lose?”

US dairy consumption is down by roughly 7% a year for the past four years with a continued expectation of decline, research indicates digestive issues with milk as the main contributor.

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For Visuals

Downloads available at

FTP:

The a2 Milk Company FTP

<http://files.rubenstein.com>

USER: a2Milk

PASSWORD: press

ⁱ Cherney, Mike. “Controversial New Milk Shakes Up Big Dairy.” *Wall Street Journal*, 24 Apr. 2018, pp. B1–B2.