

As a concerned and interested party I will offer my perspective and opinion to the discussion at hand.

I own a Grade A Goat Dairy (SG-154) and a Farmstead Cheese-making Operation (KDA Plant #421). We milk 50-70 does/female goats. and produce 1800-2500lbs of milk each week. My experience is I think relevant to the discussions concerning labeling which is before you.

Since 2019 when we opened we have been making cheese. Periodically we have offered Pasteurized Milk also. We have always gotten calls for Raw Milk. And turned them down until this year. Each time we offered Pasteurized Milk in our shop it got little or no interest. Cheese sales have slowly increased but no one was interested in buying Pasteurized Milk from us.

In 2022 we felt ready to begin selling Raw Milk from our farm. Within 10 days of our offering Raw Milk instead of Pasteurized we have almost 8% of our weekly milk going out as Raw Milk, and that is rising.

The people who are coming want clean, Raw Milk. They are nutrition and wellness advocates of all classes, but they want Raw and are not interested in Pasteurized. They are also very willing to inconvenience themselves to find it with some people driving 30-90 minutes to purchase Raw Milk.

I believe that it is worth noting this in the discussion surrounding the obligation we as producers have to our consumers. They know exactly what Raw is and it is what brings them to small local farms.

With this experience in mind I would ask that the labeling requirement for this product remain simply "Raw Milk." I believe the English language as well as our cultural position allows this simple term to convey clarity to consumers. Further, given the response we have seen in the last month I believe consumer action testifies to the distinction of the word Raw as it pertains to dairy products.

Sincerely, George Elder

Principal Owner, Elderslie LLC

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