

HOW TO PROTECT YOUR BRAND *against* CHEESE ADULTERATION



DairiConcepts protects your brand by providing top quality products that meet FDA regulations.

Since 2013, the National Cheese Institute and FDA have raised market awareness that some Parmesan cheese is economically adulterated with additives such as cheaper cheeses or excessive amounts of cellulose. DairiConcepts supports the dairy industry's efforts to ensure that cheese on the market meets FDA standards and is properly labeled.

With these market conditions in mind, we believe it is important to address potential concerns about the possible adulteration of dry-grated cheeses by referencing the FDA's standard 21 CFR 133.146:

- For Parmesan grated cheeses, the standard for milkfat (dry basis) is 31% minimum.
- Optional ingredients for grated cheeses permitted include antimicrobials (e.g., sorbates) and anticaking agents (e.g., cellulose and/or silicon dioxide).
- The quantity of such added ingredients cannot "exceed the amount reasonably required to accomplish its intended physical, nutritive, or other technical effect in food" as defined in 21 CFR 172.5(1).

ANALYTICAL DATA

DairiConcepts has obtained third-party analytical data from hundreds of dry-grated Parmesan samples on the market, including those of Top 10 store brands. The data shows that 14 out of 28 brands are mislabeled and include unreasonable amounts of optional ingredients. When excessive amounts of optional ingredients (such as cellulose) are added, the value of carbs by difference increases, and the protein value decreases. This means there is less cheese in the product and potential for labels to be out of compliance. The data indicates economic cheese adulteration in the private label sector is significant, and proactive retailers should monitor the carbohydrate and protein levels of their grated Parmesan.

NUTRITIONAL LABEL CLAIMS OF 28 BRANDS OF DRY-GRATED PARMESAN CHEESE

■ SUPPORTS LABEL CLAIM ■ WITHIN 20% TOLERANCE ■ DIFFERS FROM LABEL CLAIM



We can help you grow your store brand sales with true-to-specification cheese products that also offer great taste and excellent value.