

FSA RAW MILK REVIEW

Stakeholder meeting

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Raw milk consumer and advocate

WWW.CAMRAW.CO.UK

THE CONSUMER

- WELL INFORMED
- SAFETY AWARE
- EXPECTS APPROPRIATE REGULATION
- MIDDLE INCOME
- FOLLOW HEALTHY LIFESTYLES

INFORMATION SOURCES

- DIRECTORIES OF RAW MILK SUPPLIERS
- NATURAL FOOD FINDER ONLINE
- WESTON A PRICE FOUNDATION
- HEALTH AND SCIENTIFIC JOURNALS
- HEALTH CONFERENCES
- CONSUMER GROUPS

CHANGES TO REGULATIONS

ONLINE PURCHASE OF RAW MILK

- FSA registered suppliers only
- Product and packaging under farm control

PURCHASE THROUGH OFF-FARM VENDING MACHINES

- Packed raw milk
- Bulk raw milk

LABELLING

EVIDENCE BASED DECISIONS

- CLEAR EVIDENCE OF ZERO RISK OVER 15 YEARS
- CLEAR EVIDENCE OF SUCCESSFULL REGULATION
- CLEAR EVIDENCE OF FARMER COMPLIANCE
- CLEAR EVIDENCE OF CONSUMER DEMAND
- CLEAR EVIDENCE THAT CO-OPERATION WORKS