



Voluntary Standards for the Labeling of Plant-based Yogurt in the United States

1) Purpose of Voluntary Standards

The Plant Based Foods Association (PBFA) has developed suggested nomenclature for the wide range of dairy-free, plant-based yogurt products currently in the marketplace. PBFA developed these voluntary standards to promote consistency in labeling across the category.

2) Definitions and guidelines for plant-based yogurts

- a) Plant-based yogurt: A food produced by adding an appropriate bacterial culture to a liquid plant-based milk as further defined in paragraph (b) and (c) of this section and processing the mixture to produce a yogurt product. Appropriate cultures include, but are not limited to: *Lactobacillus bulgaricus*, *Streptococcus thermophilus*, *Lactobacillus casei* or *Lactobacillus plantarum*.
- b) Plant-based milk: A liquid food produced by combining nuts, grains, legumes, seeds, (or ingredients derived from these foods), or other plant-based ingredients, with water and other optional non-animal-based ingredients.
- c) Characterizing ingredient(s): The nut, grain, legume, seed or other plant-based ingredient(s) used in the product and declared in the ingredient list on the information panel is (are) the characterizing ingredient(s).
- d) Dairy-Free: A plant-based yogurt is dairy-free if it does not contain any ingredients (including additives) derived from animal milk.

3) Labeling of plant-based yogurts:

- a) Qualifiers: The statement of identity should clearly indicate that the product is plant-based by the use of one or more following phrases, or a comparable qualifier:
 - 1) Plant-Based Yogurt
 - 2) Dairy-Free Yogurt
 - 3) Non-Dairy Yogurt
 - 4) (Characterizing Ingredient) Yogurt (e.g. Soymilk Yogurt)
- b) Identification of Plant-Based Characterizing Ingredient: All plant-based yogurts should indicate the characterizing ingredient(s) used to produce the yogurt on the principal display panel or the informational panel on the product package by using at least one of the following options:

1. Placing the name of the characterizing ingredient(s) in front of the word yogurt, as shown in 3.a.4. above
 2. Identifying that the product is “made with” or “made from”, followed by the characterizing ingredient, such as “made with soy”, “made from coconut”, “made from almonds”; or, by using the common plant-based milk names such as “soymilk”, “almondmilk”, or “cashewmilk”. If the product is made from more than one characterizing ingredient, this may be indicated through hyphenation (e.g., “almond-cashew milk”).
 3. The product may be also labeled as “plant-based yogurt” (with or without the hyphen) as long as the characterizing ingredient(s) is (are) also clearly stated on the principal display panel or the information panel.
- c) All plant-based yogurts should clearly be labeled as “dairy-free” (preferable) or “non-dairy” in a prominent position on the principal display panel.

4) Adoption

Recommended within one year of release of this document.

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