

Dairy

FOODS

Nuts to you

Almond industry cries 'foul' over dairy farmer's Almond milk

Afonso 'Almond' Mundo is a third-generation Portuguese-American dairy farmer who is selling Almond's Milk at his farm store in Tulare, Calif.



Tulare, Calif., dairy farmer Afonso Mundo got the nickname Almond from his fraternity brothers at the University of California-Merced. He sells quart bottles of Almond's milk at his dairy farm.

April 1, 2016

For years, the dairy industry has stewed over the use of the term “almond milk,” maintaining that the word “milk” should be reserved for dairy milk, per the federal Standards of Identity.

But the protests fell on deaf ears as the Food and Drug Administration has permitted marketers of beverages made from almonds, cashews, soy beans and rice to describe their products as “milk.” The plant-based “milks” have taken market share from beverages made with real dairy milk.

On Monday, almond ranchers cried foul when a dairy farmer in California’s Central Valley began selling Almond milk.

Strange but true: Almond milk from a dairy farmer

Afonso “Almond” Mundo, a third-generation Portuguese-American dairy farmer started selling “Almond’s milk” last month. It is made with 100% fresh dairy milk from the 800 Jersey cows on Mundo’s farm in Tulare. He advertises on billboards along Highway 99 and on the radio.

The almond industry’s leading trade association said it plans to file a lawsuit in Sacramento with the state’s Trade and Commerce Agency. The group claims consumers are being misled and harmed by the product’s name.

Mundo said he’s just using his own name.

“When I attended University of California-Merced, my fraternity brothers called me ‘A-Mundo,’ which morphed in ‘Almond.’ I don’t mind the nickname. But as a dairy farmer, I know that almond milk is not milk. So I decided to fight back in my own little way.”

Almond’s milk is available in the so-called “four fats” (whole, 2%, 1% and nonfat) at Mundo’s farm store in Tulare, off Highway 137. A quart bottle sells for \$2.99. Mundo plans to bottle half-and-half later this summer and have an egg nog ready for winter.