



Spotted on an outdoor billboard in Dayton, OH on Nov. 6, 1998, by alert lactation consultant Geneva Carnahan, IBCLC.

Geneva called the dairy and spoke with the owner, who insisted that "There are some babies who are lactose intolerant and can't tolerate any other milk, including their own mother's milk. The baby in the picture is one of those who could tolerate only goat's milk."

Geneva offered to provide a carload of professional research including the AAP position paper on infant feeding to correct his misinformation. The owner had never heard of Dr. Lawrence's book nor the AAP position paper on infant feeding, and reiterated his claim that "many babies can tolerate only goat milk." [We are not surprised at his unfamiliarity with these resources.]

To make matters worse, there are other billboards from this dairy showing a picture of an adult, also with the caption that goat's milk is "made for me."

Several local dietitians and lactation professionals are enraged at this blatant misinformation of baby's needs. Human milk has over 200 components in precisely the right proportions for baby humans. Goat milk is NOT an appropriate food for baby humans. The nutrients in goat milk are designed for four-footed animals with hooves and horns!

This advertisement clearly violates the World Health Organization's Code of Marketing of Breastmilk Substitutes. The premise is just plain WRONG.

The term "kids" is often used interchangeably with the word "human children" but this advertisement goes a step too far! Goat milk is not made for baby humans. Goat milk is made for real KIDS - baby goats. Like, DUH!

An expert in nutrition who is also an IBCLC: "Goat's milk is deficient in folic acid, and its use in feeding infants and young children needs to be carefully done. Could you let the LC and the general public know about this deficiency, if there are people who plan to make the infant's whole diet out of this milk?"