

Yoplait Cancer Awareness Campaign Less than Honest

Lyle Loughry, October 2008

October is Breast Cancer Awareness Month, and for weeks we've been seeing the ads touting Yoplait's campaign against breast cancer, called *Save Lids to Save Lives*.

The company is donating 10 cents to the fight against breast cancer for every cup of yogurt with with a **pink foil lid** that consumers purchase. When the campaign is over no doubt hundreds of thousands of grateful women (or more) will continue to buy and recommend Yoplait yogurt, thinking it is good for them.

Yoplait touts its yogurt as being healthy for women, but what's inside is anything but healthy.

The reality is that Yoplait yogurt is made with milk from cows that have been injected with a synthetic hormone called *recombinant bovine growth hormone* (called rBGH or rBST). Research indicates that there are numerous health concerns linked to the consumption of dairy from cows injected with rBGH - and breast cancer is one of them. There simply is no way to defend the use of this powerful, dangerous hormone. rBGH (rBST) is banned in Canada, all 27 countries in the European Union, Australia, Japan and New Zealand. The risks to cows and humans are indisputable. For a brief overview go to:

<http://www.foodandwaterwatch.org/food/foodsafety/dairy/what-research-shows>

What is the driving force in this venture? It's greed, pure and simple! Injecting rBGH into cows produces more milk. But at what cost? There is a simple solution. Buy organic milk, milk clearly labeled RBGH free, or drink Rice Dream, or Almond milk. In my opinion, pasteurized, homogenized milk is no longer fit for humans to drink.

The bottom line is that rBGH is unsafe - and unnecessary.

In addition to the many companies that offer rBGH-free products, big-box stores and food and beverage chains like Wal-Mart, Publix, Kroger, Starbucks, and Chipotle have committed to reducing or completely eliminating dairy products made with rBGH from their stores. If these companies can do it, Yoplait can, and should too.

For the truth about milk and soy, go to the **Featured Health Articles** section on this same website and read **The Truth About Milk and Soy**.

In support of Breast Cancer Awareness Month, and in solidarity with millions of women, ask Yoplait to do the right thing and **put a lid on rBGH**.