Eligibility and Usage Guidelines for the
USA MILK Seal Mark
**APPENDIX A**

**There is NO COST to use the USA MILK Seal mark.**

**The following entities are eligible to use the Seal:**

- For the purpose of promoting U.S. milk and/or U.S. dairy products in markets outside of the United States, the following entities are eligible to use the USA MILK Seal:
  - U.S. dairy manufacturers and suppliers
  - Foreign/local importers/distributors and retailers.

- Note: the USA MILK Seal mark is not to be used for sales of products in the United States.

**In order for a product to be approved for the USA MILK Seal mark it must meet the following guidelines:**

- If the product is a fluid milk beverage, the beverage must be made in the United States from U.S. produced cow's milk.

- If the product is a dairy product or a dairy ingredient, such products must be made in the United States from U.S.-produced cow's milk.

- The USA MILK Seal cannot be used on products containing other non-U.S. dairy ingredients.

- The USA MILK Seal cannot be used on products typically perceived as dairy products but made with vegetable oil (e.g.: ice cream). It also cannot be used on any promotional materials for the purpose of promoting such analog products.

- The USA MILK Seal will only certify products made or purchased and sold by the Applicant.

➤ Please initial below and return this page with the signed agreement and other appendices:

[Initial here] I have read and agree with the above terms and conditions

Contact USDEC with any questions:

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