

Wal-Mart Offers Private Label Milk Produced Without Artificial Growth Hormone

Source - Wal-Mart Stores, Inc.

BENTONVILLE, Ark., March 21, 2008 /PRNewswire-FirstCall via COMTEX/ -- Wal-Mart announced today that its Great Value milk is now being sourced exclusively from cows that have not been treated with artificial growth hormones like recombinant bovine somatotropin (rbST). Sam's Club is also exclusively offering milk selections from suppliers that have pledged not to treat cows with rbST.

While the FDA has stated that milk from cows treated with rbST poses no risk to human health, many Wal-Mart customers have expressed a desire for milk choices. Today's announcement is evidence that Wal-Mart is committed to keeping its product selection in line with what customers expect to find when shopping its stores.

"We value our customers' opinions and understand how important variety is in all aspects of the business," said Pam Kohn, senior vice president, general merchandise manager, Wal-Mart Stores, Inc. "We've listened to customers and are pleased that our suppliers are helping us offer Great Value milk from cows that are not treated with rbST."

Wal-Mart's entire dairy selection -- including organic and conventional offerings -- meets USDA and FDA standards. Suppliers of the company's Great Value milk have pledged to source exclusively from cows that have not been treated with artificial growth hormones.