



The REAL® Seal logo on the outside of a package promises consumers that the product is made with real dairy.

The REAL® Seal logo may be used on core U.S. dairy products that meet federal standards of identity. It may also be displayed on manufactured products using at least 51% U.S. dairy products or ingredients that meet certification requirements.

Consumers look for the REAL® Seal to find authentic dairy foods and ingredients that they expect to taste better than dairy substitutes.



## How to Qualify

To carry the REAL® Seal, a product must be certified and:

- Be a domestic consumer product made from U.S.-produced cow's milk.
- Meet the standards of identity outlined in the Code of Federal Regulations for milk and dairy products ... *or* include at least 51% by weight of a dairy component that meets federal standards of identity ... *or* be commonly recognized as a pizza product that contains cheese manufactured in the U.S. and that conforms to the federal standards of identity for cheese.
- Not contain any casein, caseinate, vegetable oil, non-domestic dairy protein or ingredient, or any cheese substitute or cheese analog.
- Have its certification application filed by the actual owner of the UPC number.

**REAL® Seal Certification is free and must be renewed annually.**

## The REAL® Seal Heritage

The REAL® Seal was first used in 1977 to give authentic dairy and dairy-based products a competitive advantage over products containing imitation dairy ingredients. Today, the REAL® Seal is:

- Used by nearly 300 companies.
- Registered to 6,800 products across 17 key product categories.
- One of the best-recognized and most widely used symbols in the food and beverage industry.

## How Consumers View the REAL® Seal

Research shows that consumers:

- View the REAL® Seal as a sign of dairy product identity and authenticity.
- Associate the REAL® Seal with products that have no or fewer additives and are not processed.
- Expect products displaying the REAL® Seal to taste better and be of higher quality.
- Know what to expect in terms of cooking and melting patterns when they cook with REAL® Seal products.

## Learn More About REAL® Seal Certification

See the full list of requirements and download a certification application at [www.realseal.com](http://www.realseal.com). For more information, call (888) 273-7325 to speak to a REAL® Seal agent.