

United States Department of Agriculture,

OFFICE OF THE SECRETARY.

NOTICE OF JUDGMENT NO. 1812.

(Given pursuant to section 4 of the Food and Drugs Act.)

MISBRANDING OF CHEESE.

On May 22, 1912, the United States Attorney for the Eastern District of Wisconsin, acting upon a report by the Secretary of Agriculture, filed in the District Court of the United States for said district an information against the Wisconsin Butter & Cheese Co., a corporation, Waukesha, Wis., alleging shipment by said company, in violation of the Food and Drugs Act, on March 5, 1912, from the State of Wisconsin into the State of Indiana of a quantity of cheese which was misbranded. The product was labeled: (On tin foil wrapper) "Neufchatel Trade Mark The Arrow Brand Waukesha Cream Cheese, Strictly Pure." (On case) "Neufchatel Cream Cheese Arrow Brand, Waukesha, Wis., U. S. A."

Analysis of a sample of the product by the Bureau of Chemistry of this Department showed the following results: Water, 57.96 per cent; fat, 14.46 per cent; protein, 23.35 per cent; ash, 1.59 per cent; undetermined, 2.64 per cent; total solids, 42.04 per cent; per cent fat in solids, 34.37; ratio of proteins to fat 1:0.62. These results show that the product was not a cream cheese, nor even a whole milk cheese, but was made from partly skimmed milk. Misbranding was alleged in the information for the reason that the product bore the label or brand set forth above, which said label and brand was false and misleading for the reason that it created the impression that the product was produced from whole milk, whereas in truth and in fact it was made from partly skimmed milk. Misbranding was alleged for the further reason that the label and brand on the product gave the impression that it was produced from whole milk, which was false, misleading, and deceptive.

On May 31, 1912, the defendant company entered a plea of guilty to the information and the court imposed a fine of \$10.

W. M. HAYS,
Acting Secretary of Agriculture.

WASHINGTON, D. C., *October 14, 1912.*

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