



GOT MILKED?

Last year, U.S. dairy producers paid over \$250 million into mandatory generic advertising programs that may be unconstitutional.

On June 25, 2001, the U.S. Supreme Court ruled in *United States v. United Foods* that generic mushroom advertising is compelled speech that violates the First Amendment.

Following that decision, beef producers filed challenges in three separate federal courts, including in the U.S. Supreme Court, asserting their constitutional right to disagree with generic beef advertising. A long-running legal challenge to the pork checkoff program is still pending. **Will dairy be next?**

Dairy producers: If you're fed up with paying for generic advertising programs, and you disagree with the messages, now is the time to fight back.

For more information, give us a call at 703-535-5836 or visit our website at www.cfif.org.



Center for Individual Freedom

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