

milk solids are sold or delivered shall be labeled clearly and accurately to show the exact type of product in the package.

(2) The label shall be in letters not smaller or less distinct than any other letters on the package or container except letters used for the brand or trade name.

(d) A person may not manufacture, sell, exchange, deliver, advertise, label, or expose for sale, under a distinctive name or otherwise, any milk product for which a standard is set under this section unless the milk product conforms to that standard.

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(a) In this section, "sell-by period" means the length of time a GRADE A milk product may be kept for sale.

(b) The Secretary shall:

(1) Review from time to time the keeping quality of GRADE A milk products by conducting scientific shelf-life studies that recognize different methods of pasteurization; and

(2) After holding a public hearing, adopt rules and regulations that establish the maximum sell-by period for each kind of GRADE A milk product.

(c) (1) After a public hearing, the Secretary shall adopt rules and regulations that establish a method for conspicuously marking, on the GRADE A milk product container, the last date on which the product may be sold.

(2) Each GRADE A milk product container shall be marked as required by rules and regulations adopted under this subtitle.

(d) (1) A GRADE A milk product that is cooled to, packaged, and stored at 45 degrees Fahrenheit or less before it is purchased by or delivered to the ultimate consumer has a sell-by period of 7 days.

(2) If a scientific study justifies a modification of the temperature requirements of this subsection, the Secretary, after a public hearing, may adopt rules and regulations that modify the temperature requirements of this subsection.

(e) (1) A GRADE A milk processor may apply for permission to extend the sell-by period of a GRADE A milk product by not more than 5 days

(2) If an application under this subsection is supported by a scientific study of shelf-life and the study is