Starbucks announced Thursday they’d be raising milk prices again to end “dietary racism.”

“For fifty years, Starbucks Corporation has valued inclusivity and justice as much as it values the quality of its coffee,” the company said in a statement. “That’s why, starting January 1, 2022, Starbucks will end the upcharge for plant-based milk and instead add a charge for dairy-based beverages.”

“Starbucks’ initiative to eradicate dietary racism reflects the fact that a startling 65% of the world’s population cannot digest dairy – a condition known as lactose intolerance. Lactose intolerance disproportionately affects Black, Indigenous, and People of Color (BIPOC) communities.”
Starbucks’ equality innovations director Blaine Stevenson said the company wants to “apologize for having perpetuated deeply rooted systemic inequalities in our pricing of plant-based milk, and we commit to offering a more equitable experience for the global majority, which suffers from lactose intolerance.” (RELATED: Starbucks Happily Succumbs, Institutes ‘Anti-Bias’ Training)

“Placing the burden of non-dairy upcharges on our BIPOC customers has amounted to inadvertent dietary racism, and as a corporate leader it’s incumbent on us to make a switch for good,” Stevenson added.

Drinks that use plant-based milk are subject to a $0.70 uncharge, according to Business Insider.

The new price increases could hurt coffee lovers, as coffee prices soared to a 10-year high this December, with experts anticipating the high costs could last through 2023, according to CNBC.

The International Coffee Association’s benchmark price hit $2.07 per pound of coffee at the end of November, an 85% surge from the same time in 2020, according to the report.