



WESTERN DAIRYFARMERS' PROMOTION ASSN.

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Your assurance of a REAL Dairy Food

April 21, 2006

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STOP 0233 – Room 2958-S
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APR 28 2006

Re: Comments in Response to Section 610 Review of National Dairy Promotion and Research Program, Federal Register Vol. 71, No. 3; February 28, 2006, Page 9978-9979 [Docket No. DA-06-04]

On behalf of Western Dairyfarmers Promotion Association, I write in response to the request for comments on the National Dairy Promotion and Research Program.

The dairy checkoff program was created to increase demand for dairy products through the development and execution of an industry-wide, market-driven business plan that invests resources in a strategic manner and provides the best possible economic advantage to dairy farmers. The checkoff increases sales, provides greater opportunity for brands and businesses to compete for their share of the category, protects small producers from being severely disadvantaged against large competitors that could undermine industry growth and, in general, builds a more favorable economic environment for farmers, processors and everyone with a stake in the industry. The dairy checkoff program works. Since the program started in 1983, total dairy per capita consumption has increased by more than 13 percent according to the U.S. Department of Agriculture. Programs like 3-A-Day™ of Dairy, school marketing, working with national restaurant chains, dairy ingredient marketing, dairy export programs and issues and crisis management all contribute to the success of the checkoff program.

I have been involved in the dairy checkoff for a number of years and have seen first-hand the benefits of the program to dairy farmers in my state. The program has very little adverse impact on small business. In fact, the program helps the small producer by protecting the small producer from being severely disadvantaged by larger competitors. The paperwork requirements imposed on the farmer are minimal, and the assessment is collected as part of the milk-purchase transaction by the purchaser.

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Thank you for the chance to comment on the National Dairy Promotion and Research Program.

Sincerely,

Comments on the National Dairy Promotion and Research Program

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Brad Pickert
Chairman of the Board

Comments on the National Dairy Promotion and Research Program