

FOR OFFICIAL USE ONLY

TO: Organizations That Conduct Dairy Product
Promotion, Research, or Nutrition Education Programs

FROM: Dana Coale
Deputy Administrator
Agriculture Marketing Service – Dairy Programs

SUBJECT: Application for Initial or Continued Qualification of Dairy Product Promotion,
Research, or Nutrition Education Program as provided by the Dairy Promotion
and Research Order (7 CFR 1150.101 et seq.)

Enclosed is an Application Package for Initial or Continued Qualification of Dairy Product Promotion, Research, or Nutrition Education Program (Form DA-15-CG) for submission of program information and financial data for calendar year 2014. Please complete and return Form DA-15-CG (Attachment A), the Sur-TAMU-15 (Attachment C), and required enclosures by **April 30, 2015** to:

USDA, AMS, DAIRY PROGRAMS
PROMOTION, RESEARCH, AND PLANNING DIVISION
STOP 0233, ROOM 2958-S
1400 INDEPENDENCE AVENUE, SW.
WASHINGTON, D.C. 20250-0233

Form DA-15-CG, Attachments A, B, C and D are also available for download or printing online at the [Dairy – Qualified Programs](#) web page.

In order for your program to continue its qualified status under the Dairy Promotion and Research Order, Qualified Program submissions should include annual reports, CPA audits, financial statements, and other supporting materials when completing the application. While we migrate to a new online submission system, programs may deliver certification packages and supporting documents via email to john.galbraith@ams.usda.gov or by postal delivery.

The information you provide will be aggregated with information from other qualified programs and included in Department of Agriculture’s “Annual Report to Congress on the National Dairy Promotion and Research Program and the National Fluid Milk Processor Promotion Program.” Information from individual qualified programs will be kept confidential to the extent allowable under the Freedom of Information Act.

It is the view of the Agricultural Marketing Service, which has the oversight responsibility for all commodity research and promotion programs, that the administrative expenses for such programs should be held to the lowest level necessary for the efficient and effective operation of

the program. Also, it is essential that your organization have in place internal controls which assure that funds, property, and other assets are safeguarded against fraud, waste, and unauthorized use.

Please note that Form DA-15-CG continues to account for income and expenditures associated with the Unified Marketing Plan (UMP) coordinated through Dairy Management Inc. Only those qualified programs participating in the UMP need to include the requested information as noted on the form and described in the additional instructions.

If you have any questions regarding the attachments or their completion, please contact John Galbraith (john.galbraith@ams.usda.gov) of the Promotion, Research, and Planning Division at (202) 720-6909, or by fax at (202) 720-0285.

Sincerely,



Dana H. Coale
Deputy Administrator
Dairy Programs

Enclosures: Form DA-15-CG (Attachment A),
Additional Instructions for Form DA-15-CG (Attachment B),
Sur-TAMU-15 (Attachment C),
Instructions for Completing Sur-TAMU-15 (Attachment D)