



April 21, 2006

Whitney A. Rick
Chief, Promotion and Research Branch
USDA/AMS/Dairy Programs
STOP 0233 – Room 2958-S
1400 Independence Avenue, SW
Washington, D.C. 20250-0233

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]

This letter is written in response to the notice of regulatory review and the request for comments on the national dairy checkoff. I write on behalf of American Dairy Association and Dairy Council of Nebraska (ADA/DC of Nebraska) to express our unwavering support for the checkoff.

The vast majority of Nebraska dairy farmers support a producer-funded checkoff. Our organization is controlled by a board of directors comprised of active Nebraska dairy farmers who ensure their checkoff funds are utilized to the benefit of all Nebraska dairy farmers. The dairy checkoff is vital to increasing dairy consumption resulting in maintaining and increasing profitability for the farmer. Since the program began in 1983, total dairy per capita consumption has increased by more than 13 percent according to the U.S. Department of Agriculture. The checkoff works!

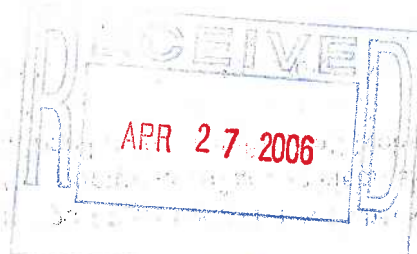
Under the dairy checkoff, Nebraska farmers receive a credit of 10 cents per hundredweight for payments made to ADA/DC of Nebraska through the Nebraska Dairy Industry Development Board. This means that checkoff funds support promotion, nutrition education and research programs which directly benefit farmers in Nebraska. The ability to contribute to programs conducted by ADA/DC of Nebraska is vital to continued dairy farmer support for the checkoff.

Thank you for the chance to convey our staunch support for the checkoff.

Sincerely,

A handwritten signature in black ink, reading 'Michael L. Roder', is written over a faint, large 'RECEIVED' stamp.

Michael L. Roder
Chief Executive Officer



"NEBRASKA'S DAIRY PROMOTION AND NUTRITION EDUCATION PEOPLE"

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