

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

Dear Ms. Rick,

I strongly support the continuation of the National Dairy Promotion and Research Board. Without the investment of check off dollars by farmers over the last 20 plus years I am certain the consumption of dairy products would have continued to decline.

Now we have more science than ever before that proves the importance of dairy products in a healthy diet. But those great facts would be lost on the consumer without promotion and education. We must continue to inform consumers and especially children and teens about the important health benefits of dairy products. Consumers are bombarded by promotion for foods that are not healthy and may even be harmful; it is in the best interest of the health of our nation to keep spreading the word about dairy.

Sincerely,



Chris Sukalski  
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