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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

As a member of the Board of Directors of Dairy MAX, and as a dairy farmer, I believe it is my obligation to comment on the Section 610 Review of the National Dairy Promotion and Research Program (Federal Register Vol. 71, No. 3; February 28, 2006, Page 9978-9979 [Docket No. DA-06-04]).

I recognize the need for the dairy checkoff and encourage that it be continued. As someone intimately involved in the administration of the program at the state level, I can attest first-hand to the advantages which the dairy checkoff provides to dairy farmers in my state.

A program which invests farmer funds into research and promotion of dairy products ultimately increases the economic viability of the products which we produce and therefore enhances our profits. Maintaining and enhancing profitability is obviously vital to my operation and those of all dairy farmers. I believe that the checkoff program contributes to the profitability of dairy farmers and should continue to operate.

Sincerely,

A handwritten signature in blue ink that reads "JL Gonzalez".

J. L. Gonzalez
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