

April 27, 2006

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

MAY - 3 2006

Ms. Rick,

I would like the opportunity to express support for the continuation of the National Dairy Promotion and Research Board.

As we continue to produce more and more milk each year, we need an industry force that can find a home for all that milk. The National Dairy Board, working closely with the United Dairy Industry Association is doing just that. Over the years, promotion has done and is still doing many great things which is helping move more milk and dairy products. Here are just a few items that would not of happened had it not been for NDB and UDIA.

- New Look of School Milk - more than 3,800 schools now offer students milk white and flavored milk in plastic, resealable bottles; there were no schools offering milk in plastic bottles before producer-funded efforts focused on this area
- Foodservice partnerships - working with McDonald's and Wendy's led to milk in plastic bottles; combined weekly sales now total 5.2 million units compared to just 690,000 per week when offered in paper cartons
- Dietary Guidelines - producer-funded nutrition research help enhance dairy's position with the 2005 Dietary Guidelines for Americans to a solid 3 servings per day, compared to 2 to 3 in 2000
- Nutrition, product and technology research - producer-funded nutrition research has helped identify dairy's role with weight loss/weight management, as well as dairy's role in helping reduce the risk of heart disease, hypertension and certain types of cancer; product and technology research identifies news ways for food formulators around the world to incorporate dairy ingredients such as whey and dry milk in new product formulations
- 3-A-Day™ of Dairy program - NDB helped launch this industry-wide effort in 2003 to help address the nation's calcium crisis; more than 60 dairy processors/ manufacturers and 50 retailers support the program, spending millions of their own dollars promoting milk, cheese and yogurt consumption

- Issues management and crisis preparedness – producer-funded effort instrumental to industry-wide system to diffuse issues that may affect dairy product consumption and/or the image of dairy producer; crisis preparedness includes trainings and staff drills, and outreach with industry/ government agencies

These are just some of the great things that has been done. I believe we need to continue the National Dairy Promotion and Research Boards.

Thank you,



James Neugebauer

39947 268th St

Dimock, SD 57331

605-928-3844 or 605-770-4094(cell)

neugebauerjim@santel.net