

**DAIRY PROGRAMS WORK PLAN
FISCAL YEAR 2001**

AGENCY GOAL #1: Facilitate the strategic marketing of U.S. agricultural products in domestic and international markets.

Objective	Key Tasks	Program Actions	Time Frame For Completion	Responsible Branch/Office
<p>1.1 Collect and disseminate time-sensitive agricultural market information for domestic and foreign markets and ensure the data reported is accurate and consistent with current and future market needs.</p>	<p>Identify changing market information needs; modify data collection activities, change data reported.</p>	<p>Develop econometric model for dairy industry for use in forecasting</p> <p>Participate in Interagency Commodity Estimates Committee for Dairy</p> <p>Issue standard weekly, monthly and annual reports on dairy product markets</p> <p>Meet with domestic and international providers of market news to assess satisfaction with program operations.</p> <p>Review market reports for continued applicability to program operations</p>	<p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p>	<p>Economic Analysis Staff/Office of Chief Economist</p> <p>Economic Analysis Staff/Office of Chief Economist</p> <p>Market Information</p> <p>Same</p> <p>Same</p>

Objective	Key Tasks	Program Actions	Time Frame For Completion	Responsible Branch/Office
<p>1.2 Provide cost-effective agricultural commodity quality grading/certification services whereby market efficiency is enhanced and customer gains exceed the cost of the service.</p>	<p>Identify changing quality factors that are important in marketing, change standards to reflect these needs, and implement revised grading/certification services.</p>	<p>Represent the U.S. as Delegate to the Codex Committee on Milk and Milk Products (CCMMP) and serve as Chair of the U.S. Committee on Milk and Milk Products</p> <p>Participate in the CCMMP drafting group to consider the need for a model export certificate for milk and milk products</p> <p>Remain active in the other U.S. Codex Committees effecting international standards, i.e. Hygiene, Labeling, General Principles, etc.</p> <p>Participate in the Codex Committee on Food Hygiene Working Group to draft the milk code for hygienic practices</p> <p>Participate in the U.S. Committee of the International Dairy Federation by serving on the Board of Directors and by taking leadership positions in areas effecting international standards</p> <p>Involve in the International Dairy Federation by taking a leadership position in standards issues affecting the U.S.</p> <p>Serve as technical expert in international trade negotiations at the request of FAS</p> <p>Represent USDA in equivalency discussions with the European Commission</p>	<p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p>	<p>Standardization Branch</p> <p>Same</p> <p>Same</p> <p>Same</p> <p>Same</p> <p>saame</p> <p>same</p> <p>same</p>

		concerning the acceptability of U.S. dairy products.	Ongoing	Standardization Branch
		Continue liaison with FDA by conducting meetings on activities that affect dairy exports.	Ongoing	same
		Modify the Export Certification Program to make it more effective and user friendly.	Ongoing	same
		Conduct coordination meetings with APHIS, FDA, and FAS to better utilize resources for facilitating dairy exports	Ongoing	same
		Fulfill requests from state and industry sources to make presentations on international dairy standards and export programs.	September 2001	Grading Branch
		Implement a generic audit-based inspection program for dairy and related industries	Ongoing	same
		Coordinate the development of HACCP certification program for dairy processors that is acceptable to FDA	Ongoing	same
		Implement less invasive techniques for inspection and grading services	September 2001	same
		Implement a review and certification service for meat and poultry equipment processing equipment.		

Objectives	Key Tasks	Program Actions	Time Frame For Completion	Responsible Branch/Office
<p>1.3 Provide timely, user fee paid oversight of industry initiated and financed research and promotion programs.</p>	<p>Work closely, and in a timely manner with commodity specific-research and promotion Boards to ensure the programs proposed are in compliance with authorizing legislation.</p>	<p>Assist in coordination of collection of assessments and verification of records to assure program compliance</p> <p>Attend all dairy and fluid milk board and committee meetings</p> <p>Review and approve dairy and fluid milk board budget amendments and contracts</p> <p>Review and approve advertising and promotional materials developed at the direction of dairy and fluid milk boards.</p> <p>Re-certify producer state/regional promotion and nutrition education programs</p> <p>Conduct nominating processes for dairy and fluid milk boards. Branch members will work with the dairy fluid milk boards to implement diversity action plans to ensure that nominees for expiring and vacancy positions reflect the diversity of the associated industries</p>	<p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p>	<p>Promotion and Research & Order Operations</p> <p>Promotion and Research</p> <p>Same</p> <p>Same</p> <p>Same</p> <p>Promotion and Research</p>

		Initiate action for functional electronic nomination form on the web site to receive nomination information by end of FY 2001	Ongoing	Promotion and Research
		Participate in independent analysis regarding effectiveness of dairy and fluid milk programs	Ongoing	Same
		Provide assistance regarding enforcement action on collection cases	Ongoing	Same

AGENCY GOAL #2: Ensure fair and competitive agricultural marketing through marketing tools and regulations.

Objective	Key Tasks	Program Actions	Time Frame For Completion	Responsible Branch/Office
<p>1.1 Provide timely oversight and administration of industry-initiated Marketing Agreements and Orders at the national level.</p>	<p>Work closely and in a timely manner with commodity-specific industry marketing order committees and milk market administrators to ensure that the marketing order-financed activities are in compliance with legislation.</p>	<p>Issue monthly and annual "Federal Milk Order Market Statistics."</p> <p>Issue bimonthly base price announcements.</p> <p>Expand use of the Internet to disseminate program and statistical information</p> <p>Conduct survey of sources of milk for December 2000</p> <p>Conduct two MA office reviews for HR compliance</p> <p>Update MA HR Instructions</p> <p>Modernize MA personnel electronic data storage and reporting system</p> <p>Increase resources for ensuring compliance of disciplinary and</p>	<p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Third Quarter</p> <p>September 2001</p> <p>September 2001</p> <p>February 2001</p> <p>September 2001</p>	<p>Market Information</p> <p>Same</p> <p>Same</p> <p>Same</p> <p>MA Personnel Staff</p> <p>Same</p> <p>Same</p> <p>Same</p>

		adverse actions in MA system	Ongoing	Order Formulation, Order Operations
		Communicate regularly with MA's to keep abreast of issues affecting the dairy industry in each order area.	Ongoing	Order Formulation, Order Operations, Market News
		Review statistics, reports and correspondence issued by MA's to keep abreast of current marketing conditions in each order area.	May 2001	DA, OFB, OO, MAP, Market News, Chief Economist.
		Attend MA annual meeting to discuss current order administration	Ongoing	Order Formulation Branch
		Provide clarification of regulatory language and establish policy interpretations for unique situations.	Ongoing	Order Formulation, Order Operations
		Visit MA offices to observe current operating procedures	Ongoing	Order Formulation
		Assist MA offices in procedures and reviews of requests for revisions of shipping requirements contained in order regulations.	September 2001	Order Operations
		Conduct financial audits of MA offices to make effective assessment on operations and financial positions.	Each quarter and annually	Same
		File consolidated financial statements for MA offices		

		Review MA budgets to assure proper fiscal operations	February 2001	Same
		Monitor securities held by Federal Reserve for MA offices	Ongoing	Order Operations
		Evaluate and monitor activities of cooperative associations to determine qualification under Federal Orders	Ongoing	Same

MANAGEMENT INITIATIVES RELATED TO SECRETARY'S STRATEGIC GOAL 4.

Initiative	Key Tasks	Program Actions	Time Frame For Completion	Responsible Branch/Office
<p>1. Create and maintain a vital workforce with the appropriate skills and characteristics to serve our diverse base of customers.</p>	<p>Identify and implement activities, where feasible, that will assure diversity in recruiting, training, retention, and representation within the workforce. Investigate issues and implement, where feasible, initiatives to assure or improve the work climate.</p>	<p>Analyze exit interview responses to identify issues and problems that may hinder workforce diversity and workforce effectiveness.</p> <p>Partnership with employees in promoting full utilization of Individual Development Plans to help monitor employee development and training and facilitate career developmental opportunities.</p> <p>Develop skills inventory data bases for all employees for effective utilization of personnel and facilitating workforce planning process.</p> <p>Utilize Behavioral Event Interview process as a tool to help select best qualified candidates for positions.</p> <p>Develop a work climate measure to be used in the 2 HR office interviews</p> <p>Implement Conflict Management and Mediation to help resolve conflicts and enhance effective working relationship</p> <p>Analyze EEO Workforce Profile reports to identify under-representation in efforts to enhance outreach efforts and recruitment</p>	<p>September 2001</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>December 2000</p> <p>Ongoing</p> <p>Ongoing</p>	<p>MA Personnel Staff/Administrative Office</p> <p>All Branches</p> <p>Administrative Office</p> <p>All Branches</p> <p>MA Personnel Staff</p> <p>All Branches</p> <p>All Branches</p>

		Promote “understanding diversity” in efforts to enhance workforce diversity, enhance accountability for civil rights, build effective communication and productive workforce through team building, all employee meeting, training and education, participation in task forces, committees, working groups, etc.	Ongoing	All Branches
		Review <u>Commitment to Progress: Civil Rights at the United States Department of Agriculture</u> and implement suggested action items	Ongoing	All Branches
		Advertise positions in MRP summer intern vacancy announcement book	November 2000	All Branches
		Participate in career fairs, job fairs, and outreach efforts to enhance a cadre of diverse qualified candidates for Dairy positions at all grade levels and to enhance diverse customer base.	Ongoing	All Branches
		Utilize and enhance web applications and technology to ensure effective delivery of Dairy Programs and services, career and job information to the public, information management, and to achieve cost- savings.	Ongoing	Deputy Administrator Office & Administrative Office
		Promote the use of alternative dispute resolution such as mediation as a way of resolving workplace conflicts.	Ongoing	All Branches

Initiative	Key Tasks	Program Actions	Time Frame For Completion	Responsible Branch/Office
<p>2. Encourage and reward prudent financial stewardship, accountability, and improved business operations.</p>	<p>Review options for applying activity-based costing principles.</p>	<p>Implement a system to electronically collect and disseminate inspection and grading data and certificates</p>	<p>September 2000</p>	<p>Grading</p>
	<p>Continue the application of business process re-engineering principles to program operations.</p>	<p>Enhance Dairy financial management tracking system in a way that will help facilitate managerial financial decisions and help in monitoring financial activities and trends and in detecting financial errors.</p>	<p>November 2000</p>	<p>Administrative Office</p>
		<p>Develop Administrative Office Operational Instructions Handbook covering all administrative areas to improve business operations and to retain administrative knowledge base.</p>	<p>September 2001</p>	<p>Administrative Office</p>
		<p>Develop annual workforce plan and recruitment plan to enhance workforce diversity and to enhance business operations.</p>	<p>January 2001</p>	<p>Deputy Administrator Office and Administrative Office</p>
		<p>Develop Dairy Programs Customers Satisfaction Survey Questionnaires to help facilitate business reengineering or for organizational development.</p>	<p>September 2001</p>	<p>Deputy Administrator Office and Administrative Office</p>
		<p>Partnership with colleges and universities to help students integrate school and work and</p>	<p>Ongoing</p>	<p>All Branches</p>

		facilitate student employment opportunities.		
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