

February 10, 2016

TO: State, Regional and Importer Qualified Dairy Product
Promotion, Research, or Nutrition Education Programs

FROM: Dana H. Coale
Deputy Administrator
Agricultural Marketing Service – Dairy Program

SUBJECT: Application for Continued Qualification of Dairy Product Promotion, Research,
or Nutrition Education Programs as provided by the Dairy Promotion and
Research Order (7 CFR 1150.101 et seq.)

Enclosed is an Application Package for Continued Qualification of Dairy Product Promotion, Research, or Nutrition Education Programs (Form DA-15-CG) for submission of program information and financial data for calendar year 2015. Please complete and return Form DA-15-CG (Attachment A) and required enclosures by **April 30, 2016** to:

AGRICULTURE MARKETING SERVICE – DAIRY PROGRAM
PROMOTION, RESEARCH & PLANNING DIVISION
1400 INDEPENDENCE AVENUE, SW
ROOM 2958, STOP 0233
WASHINGTON, D.C. 20250-0233

Form DA-15-CG is also available for download at <http://www.ams.usda.gov/resources/da15-cg>.

In order for your program to continue its qualified status under the Dairy Promotion and Research Order, Qualified Program submissions should include annual reports, CPA audits, financial statements, and other supporting materials when completing the application. Qualified Programs should deliver certification packages and supporting documents via email to john.galbraith@ams.usda.gov or by postal delivery.

Survey form Sur-TAMU-15 is discontinued. We will be utilizing aggregated information from your Form DA-15-CG submissions in its place. The information you provide will be aggregated with information from other Qualified Programs and included in the Department of Agriculture's "Annual Report to Congress on the National Dairy Promotion and Research Program and the National Fluid Milk Processor Promotion Program." Information from individual Qualified Programs will be kept confidential to the extent allowable under the Freedom of Information Act.

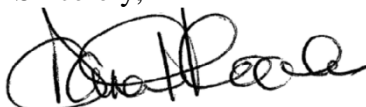
It is the view of the Agricultural Marketing Service, which has the oversight responsibility for all commodity research and promotion programs, that the administrative expenses for such programs should be held to the lowest level necessary for the efficient and effective operation

of the program. Also, it is essential for your organization to have in place internal controls which assure the funds, property, and other assets are safeguarded against fraud, waste, and unauthorized use.

Please note that Form DA-15-CG continues to account for income and expenditures associated with the Unified Marketing Plan (UMP) coordinated through Dairy Management Inc. Only those qualified programs participating in the UMP need to include the requested information as noted on the form and described in the additional instructions.

If you have any questions regarding the attachments or their completion, please contact John Galbraith (john.galbraith@ams.usda.gov) of the Promotion, Research, and Planning Division at (202) 720-6909, or by fax at (202) 720-0285.

Sincerely,



Dana H. Coale
Deputy Administrator
Dairy Program

Enclosures: Form DA-15-CG (Attachment A)
Additional Instructions for Form DA-15-CG (Attachment B)
Useful Links (Attachment C)