December 19, 2019

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

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 2019. Please complete and return Form DA-15-CG (Attachment A) and required enclosures by April 30, 2020 to:

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


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 must submit certification packages and supporting documents via email to john.galbraith@usda.gov or by postal/express mail delivery.

The Agricultural Marketing Service’s (AMS) Dairy Program will utilize aggregated information from the completed Form DA-15-CG submissions. The information provided 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.

AMS is responsible for the oversight of all commodity research and promotion programs, and emphasizes the importance of administrative expenses for all programs remaining at the lowest level necessary for the efficient and effective operation of each program. Also, all programs must have internal controls in place to ensure the funds, property, and other assets are safeguarded against fraud, waste, and unauthorized use.
Please note 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, Dairy Program, via email: john.galbraith@usda.gov; phone: (202) 720-6909; or fax: (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)