
**UNITED STATES DEPARTMENT OF AGRICULTURE
AGRICULTURAL MARKETING SERVICE
DAIRY PROGRAM**

**2025 APPLICATION FOR QUALIFICATION OF
DAIRY PRODUCT PROMOTION, RESEARCH, OR
NUTRITION EDUCATION PROGRAMS**

Application Contents:

- I. Deputy Administrator's Letter
- II. Attachment A – Form DA-15-CG
- III. Attachment B – Additional Instructions for Form DA-15-CG

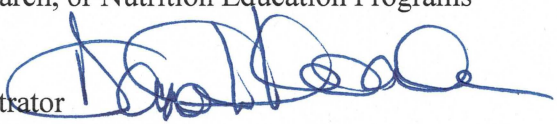
In accordance with Federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, the USDA, its Agencies, offices, and employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, religion, sex, disability, age, marital status, family/parental status, income derived from a public assistance program, political beliefs, or reprisal or retaliation for prior civil rights activity, in any program or activity conducted or funded by USDA (not all bases apply to all programs). Remedies and complaint filing deadlines vary by program or incident.



1400 Independence Avenue, SW.
Room 2542, South Building
Washington, DC 20250-0233

March 25, 2025

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

FROM: Dana H. Coale 
Deputy Administrator
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.)

Attached is the Continued Qualification of Dairy Product Promotion, Research, or Nutrition Education Programs (Qualified Programs) Application Package for calendar year 2024. Please provide requested program information, financial data and completed Form DA-15-CG (Attachment A), by May 30, 2025, to:

United States Department of Agriculture
Agricultural Marketing Service, Dairy Program,
Promotion, Research & Planning Division
1400 Independence Avenue, SW
Room 2542, South Building
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, your 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.

If you have any questions regarding the attachments or their completion, please contact John Galbraith, Dairy Program, via email: john.galbraith@usda.gov or phone: (202) 720-6909.

Attachment: Form DA-15-CG (Attachment A)

Additional Instructions for Form DA-15-CG (Attachment B)

UNITED STATES DEPARTMENT OF AGRICULTURE
AGRICULTURAL MARKETING SERVICE
DAIRY PROGRAM

APPLICATION FOR INITIAL OR CONTINUED QUALIFICATION
OF DAIRY PRODUCT PROMOTION, RESEARCH,
OR NUTRITION EDUCATION PROGRAM
(Under Dairy Production Stabilization Act of 1983)

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0581-0093. The time required to complete this information collection is estimated to average 3 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.

In accordance with Federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, the USDA, its Agencies, offices, and employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, religion, sex, disability, age, marital status, family/parental status, income derived from a public assistance program, political beliefs, or reprisal or retaliation for prior civil rights activity, in any program or activity conducted or funded by USDA (not all bases apply to all programs). Remedies and complaint filing deadlines vary by program incident.

USDA, AMS, DAIRY PROGRAM
PROMOTION, RESEARCH AND PLANNING DIVISION
ROOM 2542, SOUTH BUILDING
1400 INDEPENDENCE AVENUE, SW
WASHINGTON, D.C. 20250-0233

Information is collected in order to determine initial or continued qualification of dairy product promotion, research or nutrition education programs (7 CFR 1150.153). Application is voluntary but qualification is necessary to receive a benefit. Information from organizations is held confidential in the manner set forth in 7 CFR 1150.173, except for any release required under the Freedom of Information Act.

The Dairy Promotion and Research Order (7 CFR 1150.101 *et seq.*) provides in §1150.153 that any organization that conducts a dairy product promotion, research, or nutrition education program may request qualification of its program from the Secretary of Agriculture. Producers or importers contributing to a qualified program (QP) may receive credit for contributions to such program pursuant to §1150.152 of the Order. To be eligible for initial or continued qualification, the program must:

- Be engaged in dairy product promotion, research, or nutrition education activities that are intended to increase consumption of milk and dairy products generally.
- Except for programs operated under the laws of the United States or any State, and except for importer programs, have been active and ongoing before November 29, 1983.
- Be financed primarily by producers, either individually or through cooperative associations, or for importer programs, be financed primarily by importers.
- Not use a brand or trade name in its advertising and promotion of dairy products unless approved by the National Dairy Promotion and Research Board and the Secretary.
- Certify to the Secretary that any requests from producers or importers for refunds under its programs will be honored by forwarding to the Board or to the qualified program designated by the producer or importer that portion of the refund equal to the amount of the credit given to the producer or importer because of his/her participation in the program. The amount of such credit may not exceed 10 cents per hundredweight for a producer and 2.5 cents per hundredweight or equivalent thereof, for an importer.
- Not use program funds for the purpose of influencing governmental policy or action.

The following information is to be submitted by each organization requesting initial or continued qualification of its dairy product promotion, research, or nutrition education program(s). If additional space is required, provide an additional attachment identified by item number.

1. CURRENT NAME AND ADDRESS OF ORGANIZATION (COMPLETE MAILING ADDRESS):

Name: _____ Telephone No.: _____
Address: _____ Fax Number: _____
Address: _____ Email Address: _____
City: _____ State: _____ Zip: _____

2. DOES YOUR ORGANIZATION CONDUCT OR FUND A DAIRY PRODUCT: (CHECK ALL THAT APPLY)

A. Promotion Program? ☐ B. Research Program? ☐ C. Nutrition Education Program? ☐

3. IS YOUR ORGANIZATION PRIMARILY FINANCED (50% OR MORE) DIRECTLY BY PRODUCERS, COOPERATIVE ASSOCIATIONS AND/OR IMPORTERS? Yes ☐ No ☐

4. ARE CONTRIBUTIONS BY PRODUCERS OR IMPORTERS REFUNDABLE TO SUCH PRODUCERS OR IMPORTERS? Yes ☐ No ☐

5. DOES YOUR PROGRAM UTILIZE A BRAND OR TRADE NAME IN ITS ADVERTIZING AND PROMOTION OF DAIRY PRODUCTS? Yes ☐ No ☐

6. DOES YOUR ORGANIZATION USE PROGRAM FUNDS FOR THE PURPOSE OF INFLUENCING GOVERNMENTAL POLICY OR ACTION? Yes ☐ No ☐

7. IF YOUR PROGRAM OPERATES UNDER STATE LAW, WHAT IS THE MANDATORY ASSESSMENT RATE PER HUNDREDWEIGHT UNDER THAT PROGRAM? PLEASE LIST THE AMOUNT OF THE STATE ASSESSMENT OR N/A (NOT APPLICABLE).
_____ CENTS PER HUNDREDWEIGHT

8. PROVIDE THE FOLLOWING INFORMATION ON ANNUAL INCOME AND EXPENDITURES FOR THE CALENDAR YEAR ENDING:

(REFERENCE THE ACCOMPANYING ADDITIONAL INSTRUCTIONS FOR FORM DA-15-CG.)

(YEAR)

SOURCES OF TOTAL ANNUAL INCOME:

CARRYOVER FROM PREVIOUS YEAR (This should be the same as last year's reported "Total Funds Available for Future Year Programs.")

\$

CURRENT YEAR INCOME (Provide total income for each line item. Separately, attach a schedule of income and/or your accounting system for all sources of current year income. List each separate source and amount of income. DO NOT list individual producers or importers. List funds received from and transferred to each QP and for the Unified Marketing Plan Equalization Fund separately.)

PRODUCER REMITTANCES

ADD: PAYMENTS RECEIVED FROM OTHER QPS

+

ADD: PAYMENTS RECEIVED FROM UNIFIED MARKETING PLAN EQUALIZATION FUND

+

SUBTRACT: PAYMENTS TRANSFERRED TO OTHER QPS

(-)

SUBTRACT: PAYMENTS TRANSFERRED TO UNIFIED MARKETING PLAN EQUALIZATION FUND

(-)

OTHER INCOME SOURCES

TOTAL ADJUSTED ANNUAL INCOME ^{8.1/}

\$

EXPENDITURES:

(Provide total expenditures spent directly by your organization for each line item. Separately, attach a schedule of expenses and/or your accounting system reports for each expenditure category, including a project description(s) and related costs. If no funds were spent in a line item, indicate zero.)

ADVERTISING, PROMOTION, AND SALES (AP&S) EXPENDITURES FOR:

FLUID MILK AP&S

CHEESE AP&S

BUTTER AP&S

FROZEN DAIRY PRODUCTS AP&S

OTHER AND MULTI-PRODUCT AP&S EXPENDITURES

SUBTOTAL FOR AP&S

=

NUTRITION EDUCATION EXPENDITURES

NUTRITION RESEARCH

DAIRY PRODUCT RESEARCH

MARKET AND ECONOMIC RESEARCH

PUBLIC AND INDUSTRY COMMUNICATIONS

UNIFIED MARKETING PLAN

ADMINISTRATIVE ^{8.2/}

OTHER EXPENDITURES

TOTAL ANNUAL EXPENDITURES

UDIA MEMBERSHIP DUES (Only)

TOTAL ANNUAL EXPENDITURES AND UDIA DUES

TOTAL FUNDS AVAILABLE FOR FUTURE YEAR PROGRAMS ^{8.3/}

\$

^{8.1/} Total Adjusted Annual Income equals the total of all Sources of Income minus Payments Transferred to Other QPs and/or the Unified Marketing Plan Equalization Fund.

^{8.2/} Section 1150.151 (a) of the Order states that the administrative expenses incurred by the National Dairy Board shall not exceed 5 percent of the projected revenue of that fiscal year. In this regard, we urge you to keep the administrative expenses of your organization to a minimum.

^{8.3/} Total Funds Available for Future Year Programs equals Total Annual Expenditures and UDIA dues subtracted from Total Adjusted Annual Income.

9. HAVE YOU PROVIDED YOUR ANNUAL AUDIT? IF NOT, EXPLAIN WHY.

Yes ☐ No ☐

10. HAVE YOU PROVIDED YOUR ANNUAL REPORT?

Yes ☐ No ☐

11. PROVIDE YOUR AUDITOR'S LETTER OF COMMENTS THAT ADDRESSES THE FIVE CRITERIA (ITEMS A-E) OF THE ACCOMPANYING GUIDANCE FOR FORM DA-15-CG.

I hereby certify that the information provided above is true, complete, and correct to the best of my knowledge. If producers or importers are eligible to receive a refund of their contributions, I also certify that the producer's or importer's refund requests will be handled in accordance with the Order. The Secretary of Agriculture may examine our books, records, files, and facilities to verify any of the information submitted and may procure other information to verify this organization's eligibility for qualification.

I agree to notify AMS, Dairy Programs of any changes in our organizational structure, including merger or other types of consolidation; changes that may affect our program's continued qualification (see items 2 through 6); or if our program is discontinued.

NAME

TITLE

SIGNATURE

DATE



ATTACHMENT B – 2025 ADDITIONAL INSTRUCTIONS FOR FORM DA-15-CG

PURPOSE: The Dairy Promotion and Research Order (Dairy Order) provides that dairy producers can receive a credit up to 10 cents, against the 15-cent per hundredweight national assessment, and dairy importers can receive up to 2.5 cents against the 7.5 cent per hundredweight or equivalent thereof, for contributions to Qualified State, Regional or Importer Organizations to conduct dairy product promotion, research, or nutrition education programs (Qualified Programs). Qualified Programs must apply for continued qualification on an annual basis in order to utilize these funds and for dairy producers and dairy importers to continue to receive the credit. The objective of the application process for Qualified Program Recertification is program integrity and compliance with the Dairy Act, Dairy Order and other applicable regulations.

RECERTIFICATION SUBMISSIONS: Please complete and return Form DA-15-CG (Attachment A) and supporting documents by **May 30, 2025**.

Qualified Programs may deliver certification packages and supporting documents via email to: john.galbraith@usda.gov or by postal delivery.

United States Department of Agriculture
Agricultural Marketing Service, Dairy Program,
Promotion, Research & Planning Division
1400 Independence Avenue, SW
Room 2542, South Building
Washington, D.C. 20250-0233

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

ALLOWABLE EXPENDITURES FOR PROMOTION AND RESEARCH ASSESSMENT FUNDS:

Promotion, Research and Education Materials: All advertising, promotion, research and education materials must be developed in accordance with the Dairy Act, Dairy Order and USDA policies and guidelines including USDA's MyPlate, the U.S. Dietary Guidelines for Americans, the Nutritional Labeling and Education Act, and Federal Trade Commission's policies and regulations.

Promotion, Research and Nutrition Education: The Dairy Order defines three categories of acceptable expenditures – promotion, research and nutrition education. Section §1150.114 defines Promotion as “actions such as paid advertising, sales promotion, and publicity to advance the image and sales of, and demand for, dairy products generally.” Section §1150.115 defines Research as “studies testing the effectiveness of market development and promotion efforts, studies relating to the nutritional value of milk and dairy products, and other related efforts to expand demand for dairy products.” Section §1150.116 defines Nutrition Education as “those activities intended to broaden the understanding of sound nutritional principles, including the role of milk and dairy products in a balanced diet.”

The Dairy Order's Section §1150.153(b)(6) provides Qualified Programs “Not use program funds for the purpose of influencing governmental policy or action.”



The Dairy Order's Section §1150.153(b)(4) states Qualified Programs "Not use a private brand or trade name in its advertising and promotion of dairy products unless the Board recommends, and the Secretary concurs that such preclusion should not apply." All Qualified Programs requests to use and/or expend assessment funds for branded advertising must be submitted to:

National Dairy Promotion and Research Board
C/O Dairy Management, Inc.
10255 W. Higgins Rd. Suite 900
Rosemont, Illinois 60018-5616

Upon the National Dairy Promotion and Research Board's approval to use branded advertising, quarterly (calendar year) branded advertising reports will be submitted to USDA via email to levonya.davis@usda.gov or john.galbraith@usda.gov or by postal delivery to the address listed for submission of the annual certification packages.

FORM DA-15-CG INSTRUCTIONS:

Please insert financial figures for all financial line items. If line items equal zero, use a - 0 - in the appropriate space.

ITEMS 1-7: Items 1-7 must be completed as noted on the form. For Item 7, if a Qualified Program does not operate under a State law, please respond with Not Applicable or N/A.

ITEM 8: SOURCES OF TOTAL ANNUAL INCOME INCLUDES:

The amount reported for the line item "CARRYOVER FROM PREVIOUS YEAR" should agree with the amount reported as last year's "TOTAL FUNDS AVAILABLE FOR FUTURE YEAR PROGRAMS." This line item consists of unused, available and/or uncommitted funds as a combined total. If this amount does not match please provide a written explanation.

+ Add Current Year Income. List separate sources and amounts of income in an attached Schedule of Income. A list of individual producers/importers is not requested. Funds received directly from cooperative associations, other organizations, or producers/importers should be listed separately.

+ Add Payments Received from other Qualified Programs. All funds received from other Qualified Programs should be listed separately in an attached schedule.

+ Add Payments Received from Unified Marketing Plan Equalization Fund (UMPEF). All UMPEF funds received should be listed separately in Unified Marketing Plan (UMP) receipts and expenditures reports.

- Less Payments Transferred to other Qualified Programs. All funding transferred to other Qualified Programs should be listed separately in an attached schedule.

- Less Payments Transferred to UMPEF. All funding transferred to the UMPEF should be listed separately in Unified Marketing Plan (UMP) receipts and expenditures reports.



+ Add Other Income Sources. These items should be listed separately in an attached Schedule of Other Income.

= Total Adjusted Annual Income. This line item equals the total of all Sources of Total Annual Income minus Payments Transferred to Other Qualified Programs and the UMPEF.

ITEM 8 – EXPENDITURES:

For Qualified Programs participating in the UMP, all UMP expenditures should be provided in the line entitled *Unified Marketing Plan*. Local expenditures outside the UMP must be provided and listed accordingly.

+ Add Subtotal Advertising, Promotion, and Sales (APS)

APS subcategory components may be further broken out into the following: Fluid Milk, Cheese, Butter, Frozen Dairy Products, and Other and Multi-Product AP&S Expenditures. Supporting schedules should provide, if possible, a breakout of the type of media used. Include a description of each activity and examples of locally produced items. Please identify if you utilize advertisements or other materials created by Dairy Management Inc. (DMI), or other promotion organizations.

+ Add Nutrition Education, Nutrition Research, Dairy Product Research, Market and Economic Research, Public and Industry Communications, and Administrative. List expenditures for each category, along with their appropriate Schedule of Expenditures. Include individual project titles and descriptions for research expenditures.

+ Add UMP. Qualified Programs participating in the UMP may attach DMI UMP expenditure reports and supplemental information.

+ Add Other Expenditures. All other expenditure items not included in the specific expenditure category line items should be placed in this category on the form and identified.

= Total Annual Expenditures. This line item is the sum of all expenditure categories and subcategories.

+ Add United Dairy Industry Association (UDIA) dues. List only UDIA membership dues.

= Total Annual Expenditures and UDIA dues. This line item is the sum of "Total Annual Expenditures" and "UDIA DUES."

= Less Total Funds Available for Future Year Programs. This line item is obtained by subtracting "Total Annual Expenditures and UDIA Payments" from "Total Adjusted Annual Income."



ITEMS 9, 10 and 11 - REQUIRED COPIES OF ANNUAL AUDIT, FINANCIAL STATEMENTS AND AUDITOR'S LETTER OF COMMENTS.

Qualified Programs annual financial statement audit, annual report and other supporting materials should be submitted annually. Your audit must be prepared according to either the Generally Accepted Audit Standards issued by the American Institute of Certified Public Accountants OR the Government Auditing Standards ("Yellow Book") issued by the Comptroller General of the United States.

AUDIT FIRM'S LETTER OF COMMENTS: The auditing firm must address the following five items in a letter to AMS or in their audit report:

- A. Is the organization engaged in dairy product promotion, research, or nutrition education?
- B. Are the organization's activities financed primarily (more than 50 percent) by dairy producers, either individually or through cooperative associations; or except for importer programs, be financed primarily by importers?
- C. Does the organization use a brand name or trade name in its advertising and promotion of dairy products?
- D. Does the organization use funds for the purpose of influencing governmental policy or actions?
- E. Does the organization have in place internal controls that provide reasonable assurance funds, property, and other assets are safeguarded against fraud, waste, and unauthorized use?

Qualified Programs considered State Governmental Agencies should have their State Agriculture Department or State Auditor address the five items in a letter to AMS.

Please request an extension if you are unable to return Form DA-15-CG (Attachment A) and supporting documents by **May 30, 2025**. If you have any questions regarding the 2025 Application Package, please contact: John Galbraith, email: john.galbraith@usda.gov or office: (202) 720-6909.