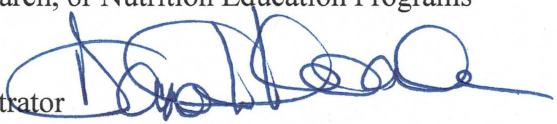




1400 Independence Avenue, SW.
Room 2542, South Building
Washington, DC 20250-0233

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)