

June 28, 2018

Dana Coale, Deputy Administrator
USDA – AMS – Dairy Programs
Stop 0225, Room 2968 South Bldg.
1400 Independence Ave., SW
Washington, DC 20250-0225

Re: Proposal for hearing on multiple component pricing for Orders 5 & 7

Dear Deputy Administrator Coale:

Marketing conditions in the Appalachian and Southeast Federal Order Marketing Areas are in a state of flux, aggravated by challenging national dairy product markets. While none of these variabilities in marketing conditions lessens in any way the need for, or the proponents' support for multiple component pricing in the two Orders, resources needed to advance our case for MCP in the two Orders must be redeployed to handle pressing day-to-day marketing issues.

The proponents therefore withdraw their proposal for a multiple component pricing hearing in Orders 5 and 7 at this time. We anticipate resubmitting the proposal when the current marketing challenges have stabilized and resources necessary to advance the proposal again become available.

Respectfully submitted,



Erick Metzger, General Manager
National All-Jersey Inc.
Proponent Coordinating Representative