



1400 Independence Avenue, SW.
Room 2968-S, STOP 0225
Washington, DC 20250-0225

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

Form DA-15-CG is also available for download at <http://www.ams.usda.gov/resources/dal15-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 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.



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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,

A handwritten signature in black ink, appearing to read "Dana H. Coale".

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)