

Federal Order 2 continues promotion chip-in

NEW YORK, N.Y. — A plan whereby dairy farmers contribute money for milk promotion activities of the American Dairy Association and Dairy Council, Inc., was again approved by Thomas A. Wilson, Market Administrator, New York-New Jersey Milk Marketing Area. These milk promotion activities include advertising, nutrition education, publicity for dairy products,

marketing and product research, and informational services

Noting that New York and New Jersey have mandatory milk promotion plans, and Pennsylvania has one under consideration, the Market Administrator stated that no dairy farmer will be subject to deduction under this program if he is making mandatory contributions under a

state plan.

Wilson said this action allows handlers regulated by the marketing orders to send "positive letters" to their dairy farmer suppliers. A dairy farmer who receives a letter will be considered to approve for one-year deductions of eight cents per hundredweight from his monthly milk checks, unless he notifies his handler in writing that no deduction should be made.

Mones deducted from payments

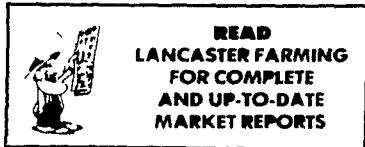
for milk delivered on or after June 1, 1982, will be paid directly by the handler to the American Dairy Association and Dairy Council, Inc.

The Market Administrator explained that participation is voluntary for both handlers and producers, and a participating producer may have deductions stopped at any time by notifying the handler. A producer who does not want to participate and who receives no letter need not notify

his handler since no deductions will be made.

In approving the plan for the coming year, Wilson pointed out there has been no substantial opposition to the use of the positive letter procedure by producers.

Use of the positive letter approach was requested by Dairylea Cooperative Inc., Eastern Milk Producers Cooperative Association, Inc., and Northeast Dairy Cooperative Federation, Inc.



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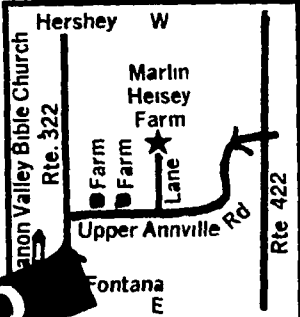
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