

United States Department of Agriculture  
Agricultural Marketing Service  
Dairy Programs

**FLUID MILK PROMOTION ORDER CONTINUANCE REFERENDUM**

**FLUID MILK PROCESSORS**

**FLUID MILK PROMOTION ORDER**

See the reverse of this form for instructions for completing the ballot. This ballot and the information provided will be kept confidential. **(Please type or print.)**

\_\_\_\_\_  
Processor Name

\_\_\_\_\_  
Processor Address

\_\_\_\_\_  
City

\_\_\_\_\_  
State

\_\_\_\_\_  
Zip Code

**BALLOT: DO YOU FAVOR CONTINUATION OF THE FLUID MILK PROMOTION ORDER?**

**(Place an "X" in only one space)**

**YES, continue the Order**

**NO, terminate the Order**

I hereby CERTIFY that the name and address above are correct and that I am eligible to vote as set forth on the reverse side of this ballot. My signature below certifies that I have the authority to act on behalf of this organization.

\_\_\_\_\_  
Name (Please Type or Print)

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date

**FALSIFICATION OF INFORMATION ON THIS GOVERNMENT DOCUMENT MAY RESULT IN A FINE OF NOT MORE THAN \$10,000 OR IMPRISONMENT FOR NOT MORE THAN 5 YEARS, OR BOTH (18 U.S.C. 1001)**

(over)

## Fluid Milk Promotion Order Continuance Referendum

The Fluid Milk Promotion Act of 1990 (Title XIX, subtitle H, of the Food, and Agriculture, Conservation, and Trade Act of 1990, Pub L. 1001-624) authorized the establishment of a national program for fluid milk promotion. This program is funded by a 20-cent per hundredweight assessment on fluid milk products processed and marketed commercially in consumer-type packages in the 48 contiguous United States and the District of Columbia by fluid milk processors, excluding deliveries directly to the residence of consumers. A board of 20 members, 15 who represent geographic regions and five at-large members, has been appointed by the Secretary of Agriculture to administer the Order.

The Act requires the Secretary to conduct a continuation referendum among fluid milk processors to determine if they approve the continuation or termination of the Fluid Milk Promotion Order. Continuation of the Order is contingent upon approval by at least 50 percent of the fluid milk processors voting. Those voting for approval also must have processed and marketed collectively 60 percent or more of the fluid milk products marketed in the United States by processors participating in the referendum.

I. Referendum Period. Voting will be conducted by mail beginning \_\_\_\_\_ through \_\_\_\_\_. Ballots postmarked after \_\_\_\_\_ will not be counted.

II. Processors Eligible to Vote Must Meet ALL of the Following Conditions:

1. Be registered by \_\_\_\_\_.
2. Have processed and marketed commercially at least 3,000,000 pounds of fluid milk products in consumer-type packages in the United States during \_\_\_\_\_ excluding deliveries directly to the residence of consumers.
3. Be processing and marketing fluid milk products in consumer-type packages in the United States:
  - a. At the time of voter registration, and
  - b. At the time of voting.

III. Instructions for Completing the Ballot.

1. Vote in the space provided.
2. Type or print your name and title, sign, and date the ballot.
3. Correct the printed mailing address, if necessary.
4. Mail the ballot in the pre-addressed envelope so that it is postmarked during the period of \_\_\_\_\_ through \_\_\_\_\_. If you do not have a pre-addressed envelope, mail the ballot to:

Referendum Agent  
USDA, AMS, Dairy Programs  
Room 2968-S, Mail Stop 0225  
1400 Independence Avenue SW  
Washington, D.C. 20250-0225

If you have questions or need information on the referendum, call the Referendum Agent at (202) 720-6909.

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 6 minutes 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.

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