

Western Organic Dairy Producers Alliance

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California State University,
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Ex Officio

Tony Azevedo, CA

July 10, 2015

Organic Promotion, Research, and Information Order
Room 3071-S, STOP 0201
Agricultural Marketing Service, USDA
1400 Independence Avenue, SW
Washington, D.C. 20250-201

Dear Administrator Alonzo:

Thank you for the opportunity to submit alternative proposals or partial proposals on a new industry-funded promotion, research and information order for organic products.

The Western Organic Dairy Producers Alliance (WODPA) hereby submits the enclosed partial proposal.

WODPA is a nonprofit Mutual Benefit Corporation. Our purpose is to enable organic dairy farmers, situated across an extensive area in the west, to maintain the sustainability of organic dairy farming. We represent nearly 250 organic dairy farm families.

Our partial proposal includes the following:

1. Definition for organic producer/handler;
2. Board provisions addressing
 - a) Establishment and membership;
 - b) Nominations and appointments;
 - c) Term of office;
3. Referenda provisions (initial and subsequent); and
4. Conduct of referenda provisions addressing:
 - a) Definitions for eligible voter and eligible importer;
 - b) Voting
 - c) Instructions—Mailing voting instructions, ballots, and proposed order summary.

Our partial proposal assures the following goals:

1. All organic certificate holders have a voice in the initial referendum. This is critical due to the fact that any assessment program based on economic status (Rather than acreage as in the past.) will be subject to significant swings in those subject to the assessment. This is due to the economic

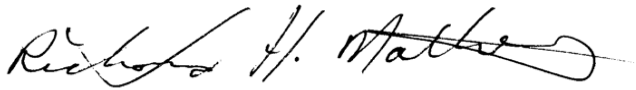


fluidity of business, especially an agricultural business subjected to frequent environmental changes, which result in annual revenue fluctuations.

2. Producers and handlers will be equally represented on the Board by restricting producer positions to producers. This is accomplished by designating producer/handlers (those who hold organic certification as producers and handlers) as handlers only eligible to serve in handler positions.
3. Referendum procedures are well communicated and voting is made easy by sending a ballot to every eligible certificate holders for return by mail or facsimile.

Thank you for your consideration of our partial proposal. Should you have questions regarding our proposal, I can be reached at 717-457-0100 or via email at rhmathews51@comcast.net.

Sincerely,

A handwritten signature in black ink that reads "Richard H. Mathews". The signature is written in a cursive style with a large, sweeping flourish at the end.

Richard H. Mathews
Executive Director