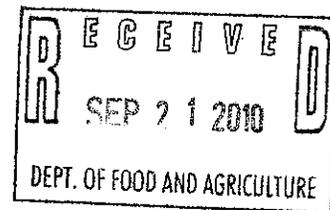


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Pacific Gold Milk Producers, Inc.
P. O. Box 1403, 114 W. Main Street
Ripon, Ca 95366
(209) 599-1060

August 31, 2010



A.G. Kawamura, Secretary
California Department of Food & Agriculture
1220 N. Street 409
Sacramento, Ca 95714

Re: *Floor Price of \$14.50*

Dear Secretary Kawamura:

Pacific Gold Milk Producers' Board of Directors is urging CDFA to hold an emergency hearing in support of floor milk prices at \$14.50.

Dairy producers suffered disastrous circumstances in 2009, when milk prices fell below the cost of production. The disaster is far from over as producers make every effort possible to stay in business. In most cases credit is no longer available and without any promise of the milk price staying at above cost of production, many more producers will be forced out of business.

Your decision to hold a floor price hearing shows a keen understanding of the role the dairy industry plays in California. It further demonstrates concern regarding the growing number of dairy farms that have left our State or are facing bankruptcy. We must ask ourselves how many more dairies will be lost without strong action to address price disparities. Please keep in mind that dairy farms are directly linked to over 443,574 jobs and \$63 billion in economic activity in California (2008, CDFA estimate.)

As the Board of Directors of Pacific Gold Milk Producers, we are petitioning CDFA to make this a priority. Holding a hearing will allow producers to voice their concerns over the broken system they are currently trying to work under. As the governing agency for all agriculture, we don't believe this is too much to ask.

Sincerely,

Board of Directors,
Pacific Gold Milk Producers, Inc.