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September 15, 2004

A.G. Kawamura, Secretary
California Department of Food and Agriculture
1220 N. Street
Sacramento, CA 95814

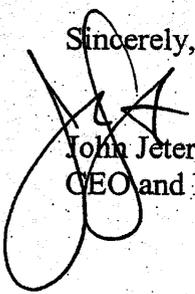
Dear Secretary Kawamura,

I am writing this letter asking you to grant the request for a hearing recently made by Land O' Lakes (LOL).

As a result of a decision made by the department during the last administration in March of 2003, no further significant investment will be made in the California cheese industry unless there is a decrease in the minimum regulated price for milk going into cheese. California cheese processors are now simply not competitive with large, less regulated (or unregulated) competitors in other western states. Without significant change, there will continue to be an exodus of new investment to surrounding states with less milk price regulation much to the detriment of the California dairy industry.

We urge you to grant the LOL hearing request.

Sincerely,



John Jeter
CEO and President

cc: David Ikari
Kelly Krug ✓
Kim Myrman