

Agency 061 - DAIRY INDUSTRY DEVELOPMENT BOARD

STATUTORY AUTHORITY:

The duties and functions of the Nebraska Dairy Industry Development Board are outlined in Neb. Rev. Stat. §§2-3948 through 2-3964.

VISION:

An economically viable U.S. dairy industry that works together to achieve success in the domestic and global marketplace in meeting the needs of its customers.

MISSION AND PRINCIPLES:

To help increase worldwide demand and sales of U.S. dairy products.

GOALS:

1. Increase domestic consumption and expand world markets for dairy products.
2. Unify producer funded efforts through a coordinated planning system.
3. Develop coordinated efforts with producer cooperatives and processors to leverage efforts to increase sales and protect and defend the image of the dairy and other agricultural organizations.
4. Assure efforts are market driven and consumer focused.
5. Maximize financial investment through efficient organizational efforts.

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Financial Data

	FY08 Actual	FY09 Approp	FY10 Request	FY10 Recomm	FY11 Request	FY11 Recomm
Operations Funding						
General Fund	0	0	0	0	0	0
Cash Fund	1,036,396	1,800,000	1,400,000	1,400,000	1,400,000	1,400,000
Federal Fund	0	0	0	0	0	0
Revolving Fund	0	0	0	0	0	0
Other Fund	0	0	0	0	0	0
Total Operations	1,036,396	1,800,000	1,400,000	1,400,000	1,400,000	1,400,000
Aid Funding						
General Fund	0	0	0	0	0	0
Cash Fund	0	0	0	0	0	0
Federal Fund	0	0	0	0	0	0
Revolving Fund	0	0	0	0	0	0
Other Fund	0	0	0	0	0	0
Total Aid Funding	0	0	0	0	0	0
Total Funding						
General Fund	0	0	0	0	0	0
Cash Fund	1,036,396	1,800,000	1,400,000	1,400,000	1,400,000	1,400,000
Federal Fund	0	0	0	0	0	0
Revolving Fund	0	0	0	0	0	0
Other Fund	0	0	0	0	0	0
Total Agency	1,036,396	1,800,000	1,400,000	1,400,000	1,400,000	1,400,000

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Program 114 - NE DAIRY INDUSTRY DEVELOPMENT BOARD

PROGRAM DESCRIPTION:

Neb. Rev. Stat. §2-3958 R.R.S., 1997, requires a mandatory assessment of 10 cents per hundredweight on all milk produced in the state for commercial use. These funds are administered by the Dairy Board to finance programs of maintaining and expanding domestic sales of milk and dairy products, developing new products and markets, improving methods and practices relating to marketing or processing of milk and dairy products, and informing and educating consumers of sound nutritional principles, including the role of milk in a balanced diet.

PROGRAM OBJECTIVES:

The Nebraska Dairy Industry Development Board carries out the duties and responsibilities of the Nebraska Dairy Industry Development Act. This producer financed self-help program requires a collection of 10 cents per cwt on all milk commercially produced in the state. The funds are used to finance programs of maintaining and expanding domestic sales of milk and dairy products, develop new products and markets, improve methods and practices relating to marketing or processing of milk and dairy products, and inform and educate consumers of sound, nutritional principles, including the role of milk in a balanced diet.

PERFORMANCE MEASURES:

2008 Unified Marketing Plan Executive Summary

The 2008 Unified Marketing Plan (UMP) is a dairy sales and demand building document representative of the best thinking of the people representing Dairy Management, Inc., and its dairy farmer members.

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Program 114 - NE DAIRY INDUSTRY DEVELOPMENT BOARD

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Operations Funding						
General Fund	0	0	0	0	0	0
Cash Fund	1,036,396	1,800,000	1,400,000	1,400,000	1,400,000	1,400,000
Federal Fund	0	0	0	0	0	0
Revolving Fund	0	0	0	0	0	0
Other Fund	0	0	0	0	0	0
Total Operations	1,036,396	1,800,000	1,400,000	1,400,000	1,400,000	1,400,000
Aid Funding						
General Fund	0	0	0	0	0	0
Cash Fund	0	0	0	0	0	0
Federal Fund	0	0	0	0	0	0
Revolving Fund	0	0	0	0	0	0
Other Fund	0	0	0	0	0	0
Total Aid Funding	0	0	0	0	0	0
Total Funding						
General Fund	0	0	0	0	0	0
Cash Fund	1,036,396	1,800,000	1,400,000	1,400,000	1,400,000	1,400,000
Federal Fund	0	0	0	0	0	0
Revolving Fund	0	0	0	0	0	0
Other Fund	0	0	0	0	0	0
Total Program	1,036,396	1,800,000	1,400,000	1,400,000	1,400,000	1,400,000