

October 6, 2025

Mr. Ron Rubin
Chief Financial Officer
National Fluid Milk Processor Promotion Board
7475 Wisconsin Avenue, Suite 600
Bethesda, Maryland 20814

Dear Mr. Rubin:

We have reviewed the National Fluid Milk Processor Promotion Board's (Board) Fiscal Year (FY) 2025 budget for the period of January 1, 2025, through December 31, 2025, as approved by the Board on September 9, 2025. The following FY25 Program Budget and Authorizations are approved:

- \$200,000 Consumer Authorizations

The FY25 budget is approved contingent upon receipt and approval of related contracts and budgets for these expenditures.

Sincerely,

Whitney A. Rick
Acting Deputy Administrator
Dairy Program

Enclosure

Enclosure: Revised FY25 National Fluid Milk Processor Promotion Board's Budget

May FY25 Budget	Changes	September FY25 Budget	Budget Category	September FY25 Authorizations
			FY25 REVENUES	
\$76,160,000	-	\$76,160,000	Assessments	
-	-	-	Other Revenue	
\$9,300,000	-	\$9,300,000	Carry-Forward Funds	
\$85,460,000	-	\$85,460,000	Total Revenues	
			FY25 PROGRAM EXPENSES	
\$66,055,000	-	\$66,055,000	Consumer	\$200,000
\$8,980,000	-	\$8,980,000	Industry	-
-	-	-	Unallocated	-
\$75,035,000	-	\$75,035,000	Subtotal Program Expenses	\$200,000
			FY25 OTHER EXPENSES	
\$3,180,000	-	\$3,180,000	Administrative	
\$695,000	-	\$695,000	USDA Expenses	
\$6,550,000	-	\$6,550,000	California Grant	
\$10,425,000	-	\$10,425,000	Subtotal Program Expenses	
			FY25 TOTAL EXPENSES	
\$85,460,000	-	\$85,460,000	Total Expenses	

Consumer and Industry Program Expenses Authorized on September 9, 2025.

FY25 CONSUMER PROGRAM AUTHORIZATIONS

Project	Code	September FY25 Approved Budget	Previously Authorized	September FY25 Authorizations	Total Authorized
Media	25-01-01	\$26,900,000	\$26,900,000	-	\$26,900,000
Production	25-01-02	\$3,550,000	\$3,550,000	\$100,000	\$3,650,000
Content	25-01-03	-	-	-	-
Platform Activations	25-00-06	\$11,850,000	\$11,850,000	\$100,000	\$11,950,000
Earned	25-00-07	\$500,000	\$500,000	-	\$500,000
Planning/Program Management	25-01-04	\$16,500,000	\$16,500,000	-	\$16,500,000
Partnerships	25-00-05	\$4,255,000	\$4,255,000	-	\$4,255,000
Program Legal	25-00-29	\$350,000	\$350,000	-	\$350,000
MilkPEP Program Mgmt	25-00-30	\$1,950,000	\$1,950,000	-	\$1,950,000
Unallocated	NA	\$200,000	-	-	-
Consumer Totals		\$66,055,000	\$65,855,000	\$200,000	\$66,055,000