

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) 2026 budget for the period of January 1, 2026, through December 31, 2026, as approved by the Board on September 9, 2025. The following FY26 Program Budget and Authorizations are approved:

- \$59,904,000 assigned to Consumer Program Expenses
- \$8,000,000 assigned to Industry Program Expenses
- \$6,386,000 assigned to California Grant Expenses
- \$29,452,000 Consumer Authorizations
- \$4,000,000 Industry Authorizations

The FY26 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 FY26 National Fluid Milk Processor Promotion Board's Budget

May FY26 Budget	Changes	September FY26 Budget	Budget Category	September FY26 Authorizations
			FY26 REVENUES	
\$74,260,000	-	\$74,260,000	Assessments	
-	-	-	Other Revenue	
\$4,000,000	-	\$4,000,000	Carry-Forward Funds	
\$78,260,000	-	\$78,260,000	Total Revenues	
			FY26 PROGRAM EXPENSES	
-	\$59,904,000	\$59,904,000	Consumer	\$29,452,000
-	\$8,000,000	\$8,000,000	Industry	\$4,000,000
\$67,904,000	(\$67,904,000)	-	Unallocated	-
\$67,904,000	-	\$67,904,000	Subtotal Program Expenses	\$33,452,000
			FY26 OTHER EXPENSES	
\$3,275,000	(\$389,000)	\$2,886,000	Administrative	
\$695,000	-	\$695,000	USDA Expenses	
\$6,386,000	-	\$6,386,000	California Grant	
\$10,356,000	(\$389,000)	\$9,967,000	Subtotal Program Expenses	
FY26 TOTAL EXPENSES				
	\$389,000	\$389,000	General Fund	
\$78,260,000	-	\$78,260,000	Total Expenses	

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

FY26 CONSUMER PROGRAM AUTHORIZATIONS

Project	Code	September FY26 Approved Budget	Previously Authorized	September FY26 Authorizations	Total Authorized
Media	26-01-01	\$27,000,000	-	\$13,500,000	\$13,500,000
Production	26-01-02	\$2,000,000	-	\$1,000,000	\$1,000,000
Platform Activations	26-00-06	\$8,000,000	-	\$4,000,000	\$4,000,000
Earned	26-00-07	\$500,000	-	\$250,000	\$250,000
Planning/Program Management	26-01-04	\$15,500,000	-	\$7,750,000	\$7,750,000
Partnerships	26-00-05	\$3,504,000	-	\$1,752,000	\$1,752,000
Program Legal	26-00-29	\$350,000	-	\$175,000	\$175,000
MilkPEP Program Mgmt.	26-00-30	\$2,050,000	-	\$1,025,000	\$1,025,000
Unallocated	NA	\$1,000,000	-	-	-
Consumer Totals		\$59,904,000	-	\$29,452,000	\$29,452,000

FY26 INDUSTRY PROGRAM AUTHORIZATIONS

Project	Code	September FY26 Approved Budget	Previously Authorized	September FY26 Authorizations	Total Authorized
Category Leadership	26-00-31	\$830,000	-	\$415,000	\$415,000
Industry Communications	26-00-32	\$275,000	-	\$137,500	\$137,500
Processor Co-ops	26-00-33	\$1,675,000	-	\$837,500	\$837,500
Earned Media	26-00-34	\$100,000	-	\$50,000	\$50,000
Consumer Research	26-00-36	\$3,800,000	-	\$1,900,000	\$1,900,000
MilkPEP Program Mgmt.	26-00-60	\$1,320,000	-	\$660,000	\$660,000
Unallocated	NA	-	-	-	-
Industry Totals		\$8,000,000	-	\$4,000,000	\$4,000,000