



News Release

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"Connecting Cows, Cooperatives, Capitol Hill, and Consumers"

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NMPF Staff Reorganization to Augment Efforts on Dairy Industry Issues in 2010

ARLINGTON, VA – With 2010 promising to provide continued challenges to the U.S. dairy industry, such as milk price volatility, increased costs, increases in government regulations, and marketplace pressures, NMPF announced today a reorganization of its staff to achieve the best possible results in the year ahead.

"This reorganization will strengthen NMPF's expertise in all areas vital to its member cooperatives," noted NMPF President & CEO Jerry Kozak. "It will ensure that the structure of the organization will be commensurate with future priorities."

Staffing changes include the appointment of Jaime Castaneda to Senior Vice President, Strategic Initiatives & Trade Policy. In this role, Castaneda will be responsible for the development of NMPF's strategic direction on public policy, including the current work of the NMPF Strategic Planning Task Force, and continue as the lead person for immigration reform. In addition, he will continue to lead efforts on all matters related to trade policy and international relations. Castaneda will be supported in the latter role by Shawna Morris, who has been promoted to the position of Vice President, Trade Policy.

Congressional relations and other government relations activities will now be led by Dana Brooks, who has been promoted to Vice President, Government Relations. Brooks will be assisted in NMPF's day-to-day advocacy efforts on Capitol Hill by Mary Knigge, Manager of Government Relations. Knigge will also continue her role as staff liaison with the Young Cooperators' Program.

Jim Tillison will assume the position of Senior Vice President, Marketing and Economic Research, and continue to serve as the Chief Operating Officer of the Cooperatives Working Together (CWT) Program. He will supervise economic and market research efforts, including all matters related to Federal Milk Marketing Orders. Tillison will be supported in these activities by Peter Vitaliano, Vice President, Economic Policy & Market Research, and Roger Cryan, Vice President, Milk Marketing & Economics. With respect to CWT, Khadija Gibson-White will provide on-going support as the CWT Program Assistant.

NMPF's communications and public relations efforts will remain under the direction of Chris

Galen, Senior Vice President, Communications. Galen will be supported by Sarah Olson, who has been promoted to Manager of Communications.

Executive Vice President Tom Balmer will continue to supervise administrative functions, in addition to serving as Executive Director of the National Ice Cream Mix Association (NICMA). He will be supported in this position by Gail Mobley, Director of Finance and Administration. Balmer will also have direct oversight of NMPF's scientific and regulatory efforts, which are led by Jamie Jonker, Vice President of Scientific & Regulatory Affairs. Betsy Flores will continue in her position as Director of Regulatory Affairs. Her principal responsibilities include management of animal health and welfare efforts through the National Dairy FARM Program.

In order to bolster NMPF's capabilities regarding scientific and technical issues, NMPF is also hiring Dr. Beth Briczinski as the Director of Dairy Foods & Nutrition. Briczinski will begin her duties on February 1st. She comes from the University of Wisconsin, where she served on the staff of the Food Science Department. Briczinski received her PhD in Food Science from Pennsylvania State University where she specialized in dairy foods research.

Anuja Miner, Senior Director for Executive Office & Member Relations, will continue her role in managing the Executive Office and all matters pertaining to the NMPF Officers and Board of Directors. Miner also has the primary responsibility for membership recruitment, the associate member program, and the American Butter Institute (ABI).

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The National Milk Producers Federation (NMPF), based in Arlington, VA, develops and carries out policies that advance the well being of dairy producers and the cooperatives they own. The members of NMPF's 30 cooperatives produce the majority of the U.S. milk supply, making NMPF the voice of more than 40,000 dairy producers on Capitol Hill and with government agencies. For more on NMPF's activities, visit our website at www.nmpf.org.