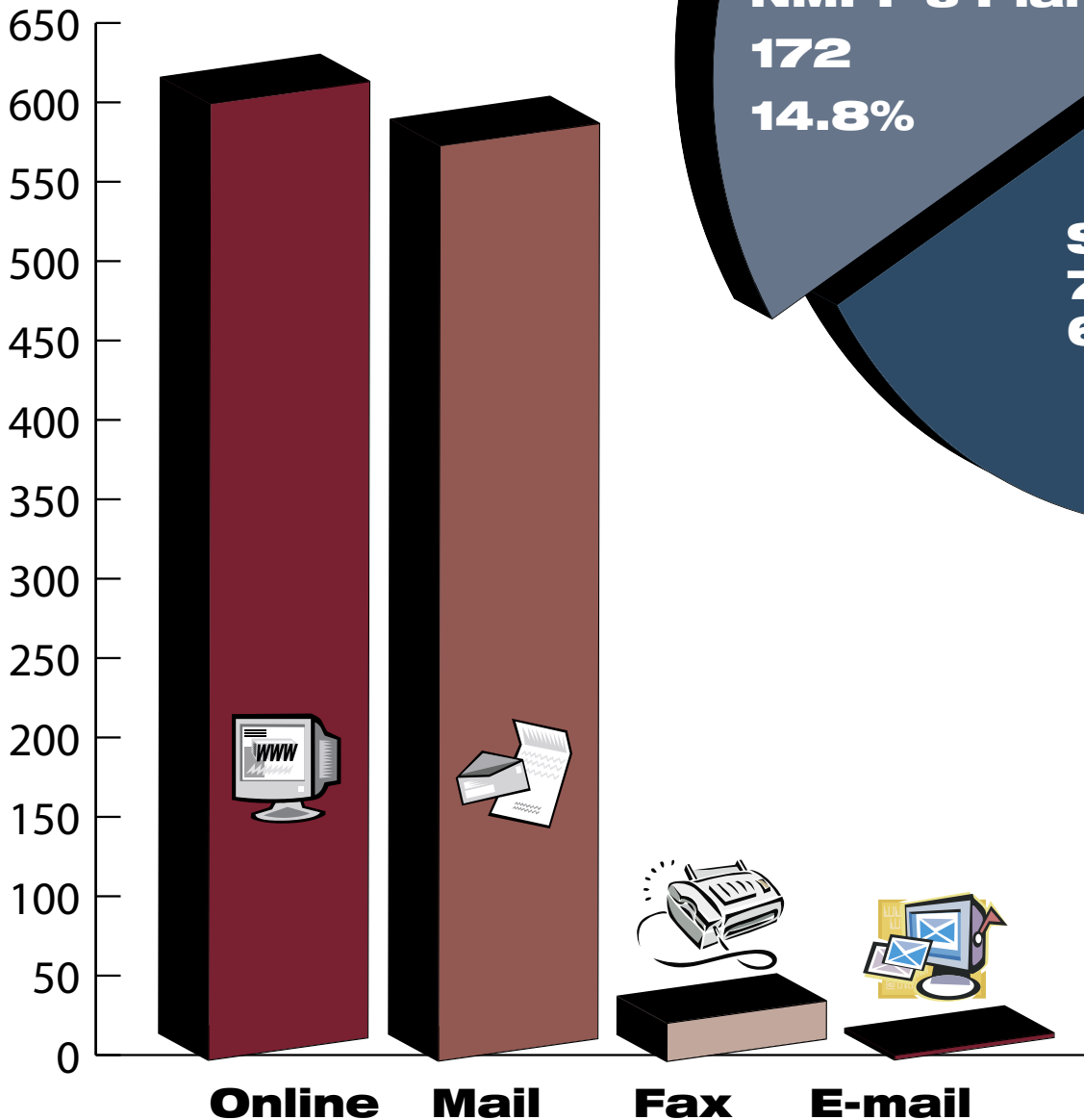
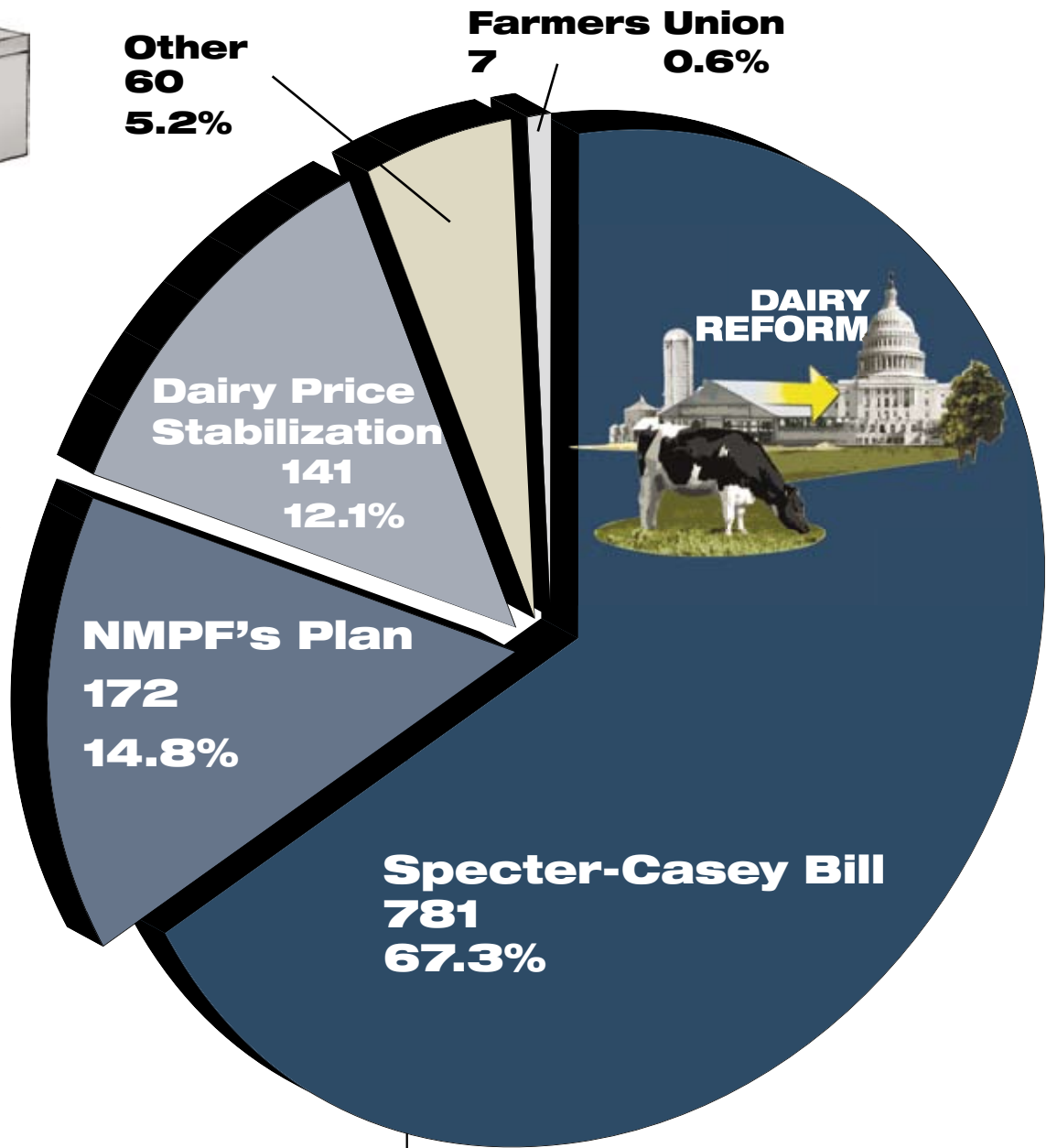


PD POLL



Which of the following plans do you support most for dairy industry reform?

In the next few pages we will share some of the information we have gleaned from the data and results of our most recent poll. We also encourage you to take part in our follow-up poll, asking dairy producers if they have come to a decision on which plan they will support.

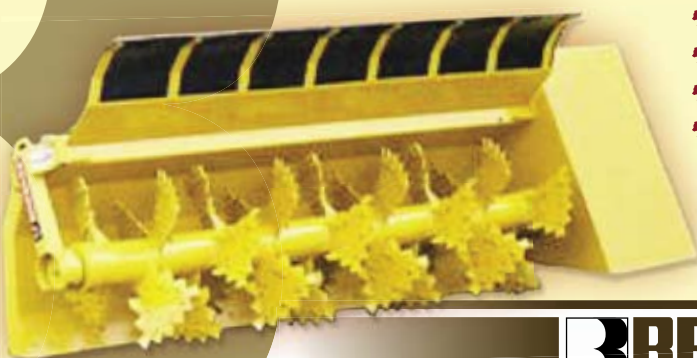


Above is the final vote totals broken down in number of votes and percentage of the total votes.

Left is the number of votes received by medium, including online poll page, postal mail, fax and e-mail. As you can see, a letter-writing campaign from the Northeast played a major part in the final totals. Read "Consumers sway dairy poll" on page 29 to learn more about who sent in most of the letters.

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