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June 2, 2022

TO: All Interested Parties

FROM: Dana H. Coale
Deputy Administrator
Dairy Program *Dana H. Coale*

SUBJECT: Appointment of the California Order Market Administrator

I am pleased to announce the appointment of Peter J. Fredericks as Market Administrator, California Federal Milk Marketing Order (Order), effective June 5, 2022.

Mr. Fredericks has been serving as the Assistant Market Administrator for the Order since August 2019. With almost 30 years of experience working with the U. S. Department of Agriculture-Agricultural Marketing Service Dairy Program (Dairy Program), Mr. Fredericks has held a variety of positions in the Northeast Milk Marketing Order, and predecessor Federal Milk Marketing Orders, developing a diverse background and vast experience base. Mr. Fredericks' familiarity with California and stakeholders in the State will ensure consistency in the administration of this Order. Throughout his time in the Dairy Program, Mr. Fredericks has held responsibilities for all aspects of Federal order operations, including accounting, audit, economics, laboratory operations, human resources, information technology, economics and market information, marketing services, office management, payroll, and pool. Mr. Fredericks has a bachelor's degree and a master's degree in Economics from Cornell University.

I extend a special thank you to Cary Hunter, Market Administrator, Southwest Federal Milk Marketing Order, who served as the California Interim Market Administrator since the Order was established in 2018. Mr. Hunter effectively launched and operated the Order for nearly four years. His dedication and endless perseverance ensured the successful establishment of the Order, and his contributions are very much appreciated. I also want to thank Todd Wilson, Market Administrator, Central Federal Milk Marketing Order, for his hard work and commitment to ensuring the success of the Order. Mr. Hunter and Mr. Wilson worked tirelessly to facilitate the transition into the Federal order for California stakeholders and employees.

Mr. Fredericks and the staff look forward to continuing to serve the California dairy industry.