

From: gov.sarah@yahoo.com
Sent: Friday, June 15, 2007 7:33 PM
To: Todd Palin; Perry; Kristina Y (GOV); Meghan N Stapleton; Bitney; John W (LAA); Tibbles; Michael A (GOV); Joseph D Schmidt; Talis J Colberg; S R Parnell; Leo Von Scheben; Franci Havemeister; chckheath; Emil R Notti; Rehfeld; Karen J (GOV); 20080515kkjackson_A; Denby S Lloyd; Larry A Persily; Katz; John W (GOV); Campbell; Craig (MVA); Walt C Monegan III; Annette E Kreitzer

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- > and selling eggs. They eventually started
- > selling excess milk from the creamery. This
- > was a profitable business for years. As
- > recently as 1980, Mat Maid's milk was 100% Alaskan
- > dairy produced. Now they say their milk is 35%
- > Alaskan mixed with imported milk from outside.
- > I've been told it's more like 10% Alaskan.

A
- > 1998 legislative audit (audit digest #10-4545-98)
- > showed that the company was in dire straits
- > then. The public is under the impression that
- > Mat Maid's woes are recent. Of course
- > production/supply costs have skyrocketed but I think
- > the companies major problem stems from WAY too much
- > diversification. They are producing too many
- > different products (which are more expensive than
- > the competition). Alaskans' loyalty

> to the brand has kept them afloat for a long time
> but the whole thing is a losing
> proposition.

There is a growing market for
> organic and premium dairy products. Maybe by
> scaling down their operations and specializing in
> high end, 100% Alaskan dairy products (no imported
> milk powder, etc.), we could save the existing dairy
> farmers and the jobs of most plant workers. I
> suggest sticking with milk, butter, premium ice
> cream (people will buy it!), and maybe
> cheese.

Pass this message along to Dept.
> Comm.Richard LeFebvre if you'd like as he seems to
> be up on the current situation.

Good
> luck,
Chuck
<p>
> <hr size=1>Shape Yahoo! in your own image.
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