

## Unknown

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**From:** gov.sarah@yahoo.com  
**Sent:** Thursday, June 14, 2007 3:09 PM  
**To:** chckheath; Irwin; Tom E (DNR); Notti; Emil R (CED); Balash; Joseph R (GOV)  
**Cc:** Perry; Kristina Y (GOV); Rutherford; Martha K (DNR); Stapleton; Meghan N (GOV); Tibbles; Michael A (GOV); Bitney; John W (GOV); Todd Palin  
**Subject:** Re: mat maid

Amen!!! Tell joey, too, to HELP on this issue. I've not been so riled up in a long time over an issue - we HAVE to find solutions here.

Tom: pls forward to Dick.

-----Original Message-----

From: chuck heath <chckheath@yahoo.com>

Date: Thu, 14 Jun 2007 11:48:45

To: gov.sarah@yahoo.com

Subject: mat maid

Sarah, <br><br>I know you're probably hearing all kinds of things about Mat Maid and yesterday's fiasco but here's my two cents.<br><br>Mat Maid started out as a creamery in 1936 making only butter and selling eggs.&nbsp; They eventually started selling excess milk from the creamery.&nbsp; This was a profitable business for years.&nbsp; As recently as 1980, Mat Maid's milk was 100% Alaskan dairy produced.&nbsp; Now they say their milk is 35% Alaskan mixed with imported milk from outside.&nbsp; I've been told it's more like 10% Alaskan.<br><br>A 1998 legislative audit (audit digest #10-4545-98) showed that the company was in dire straits then.&nbsp; The public is under the impression that Mat Maid's woes are recent.&nbsp; Of course production/supply costs have skyrocketed but I think the companies major problem stems from WAY too much diversification.&nbsp; They are producing too many different products (which are more expensive than the competition).&nbsp; Alaskans' loyalty

to the brand has kept them afloat for a long time but the whole thing is a losing proposition.<br><br>There is a growing market for organic and premium dairy products.&nbsp; 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.&nbsp; I suggest sticking with milk, butter, premium ice cream (people will buy it!), and maybe cheese.<br><br>Pass this message along to Dept. Comm. Richard LeFebvre if you'd like as he seems to be up on the current situation.<br><br>Good luck,<br>Chuck<br><p>&#32;

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