

## Unknown

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**From:** <gov.sarah@yahoo.com> [gov.sarah@yahoo.com]  
**Sent:** Friday, June 15, 2007 7:33 PM  
**To:** Annette Kreitzer; John Katz; Larry Persily; Emil R Notti; Joseph D Schmidt; Lawrence L Hartig; Tom Irwin; Leo Von Scheben; Walt C Monegan; Roger L Sampson; Denby S Lloyd; Joseph R Balash; John W Bitney; Karen J Rehfeld; Kristina Y Perry; Meghan N Stapleton; Michael A Nizich; Michael A Tibbles; Sharon W Leighow; Sean Parnell; Karleen K Jackson; Clark C Bishop; Talis J Colberg; Patrick S Galvin; Craig Campbell; chckheath; Todd Palin; Franci Havemeister  
**Subject:** Re: mat maid

Chuck: Yes - we need this task force. We're in a cabinet mtg right now discussing the topic. Have Joe Austerman get thinking on this - I just cleared his participation with Commissioner Notti.

Mike Tibbles will be in charge. Let him talk to you about it and some of the other plans we have for revitalization/changes within Ag. (And MatMaid.). This will be awesome!

Stand by for Tibbles and Kris Perry to contact you with directives.

You have my blessing and THANKS for being concerned and energized and excited about finding solutions.

I'm ccing Cabinet members bc their areas are also affected by the MatMaid issue and just wanted to let them know we're off and running with the task force idea. Ccing Franci, too, so she'll be a part of it.

You don't have to respond to this entire list.

Also, intriguing idea(s) from Kaladi Bros guys re: local product they tried to get MatMaid to hear them on months ago.

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

From: gov.sarah@yahoo.com

Date: Fri, 15 Jun 2007 21:04:39

To: "Todd Palin" <fek9wnr@yahoo.com>, "Kristina Y Perry" <kris\_perry@gov.state.ak.us>, "Meghan N Stapleton" <meghan\_stapleton@gov.state.ak.us>, "John W Bitney" <john\_bitney@gov.state.ak.us>, "Michael A Tibbles" <mike\_tibbles@gov.state.ak.us>

Subject: Fw: mat maid

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

From: chuck heath <chckheath@yahoo.com>

Date: Fri, 15 Jun 2007 14:01:24

To: gov.sarah@yahoo.com

Subject: Re: mat maid

Sarah,

Joey and I stayed and talked with Bob Havemeister after the rally about potential solutions. We'd like to form a steering committee which would include dairy farmers, businessmen, and key state people, to come up with a viable strategy. Bob is all for downsizing and getting back to basics. Do we have your blessing to proceed or do you have something else in mind?

Chuck

ps. Lots of happy people because you showed up.

--- gov.sarah@yahoo.com wrote:

> 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>  
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