



1400 Independence Avenue, SW.
Room 2968-S, STOP 0228
Washington, DC 20250-0225

October 7, 2019

TO: All Interested Parties

FROM: Dana H. Coale
Deputy Administrator
Dairy Program

SUBJECT: Appointment of the Southeast and Florida Orders Market Administrator

I am pleased to announce the appointment of Harold H. Friedly, Jr., as Market Administrator, Southeast and Florida Milk Marketing Orders effective October 7, 2019. Harold will continue to serve as the Appalachian Market Administrator.

Harold has been serving as the Appalachian Market Administrator since July 2003. With over 36 years of experience working with the USDA-AMS-Dairy Program, Harold has held a variety of positions in the Appalachian and predecessor Federal milk marketing orders resulting in a diverse background and vast experience base. Harold's familiarity with the Southeastern United States and stakeholders in the region will ensure consistency in the administration of these two orders and enhance efficiencies in overall operations.

Since May 2018 Shawn Boockoff has been serving as the Acting Market Administrator for these two orders. In September, Shawn became the Northeast Market Administrator and will be focusing time on this order. I want to thank him for the work he did to ensure the Southeast and Florida milk marketing orders continued to meet the needs of stakeholders.

Harold and the staff look forward to continuing to provide the Southeast and Florida dairy industries with excellent customer service.