

**Wendy M. Yoviene**  
wyoviene@ober.com  
202.326.5027 / Fax: 202.336.5227

July 29, 2013

**Offices In**  
Maryland  
Washington, D.C.  
Virginia

Luke Brubaker, Chairman  
c/o Douglas Eberly, Esq.  
Pennsylvania Milk Marketing Board  
2301 N. Cameron Street  
Harrisburg, PA 17110

RE: October 2, 2013 Wholesale Discount Hearing

Dear Chairman Brubaker and members of the Board:

On behalf of the Pennsylvania Association of Milk Dealers, I make this motion to respectfully request that the Board expand the scope of the October 2, 2013 wholesale discount hearing to allow for the presentation of evidence by milk marketing area that may be offered in support of proposals by PAMD to modify existing discounts that milk dealers may offer to stores (such as limited service, multi-store, or dock discounts) (hereafter, "wholesale discounts to stores") in the respective milk marketing areas and/or introduce a new discount-type or method that milk dealers may offer to stores by milk marketing area.

Subject to reviewing the proposals once they are developed, the Milk Dealers anticipate that they will be opposing the proposals for a new discount that are expected from the Board Staff and Walmart, and as part of that opposition, it is anticipated that the Milk Dealers will offer an alternative, albeit on an area-by-area basis.

The Milk Dealers have launched studies to determine which discount modification or introduction would be cost justified, consistent with the Milk Marketing Law, and would enhance the ability of Milk Dealers to compete with out-of-state suppliers, without causing disruption in the marketplace, and therefore request that the hearing allow for proposals that would offer a modification to or introduction of, existing wholesale store discounts by area, which modification or introduction may include the creation or modification of a discount type, the creation or modification of a discount level, the creation or modification of a discount method, and/or the creation or modification of discount qualification criteria.

Allowing the Milk Dealers to present alternatives as opposed to simply opposing the proposals contemplated by the Board Staff and Walmart will offer the Board the best opportunity to make a

Luke Brubaker, Chairman

July 29, 2013

Page 2 of 2

reasoned and informed decision that will directly and seriously affect the business of virtually all of the dealer members of the Pennsylvania Association of Milk Dealers.

Thank you for your consideration of this important request.

Respectfully submitted,

/s/ Wendy Yoviene

Wendy M. Yoviene

cc: Andy Saylor, Esq.  
John Howard, Esq.  
Marvin Beshore, Esq.  
Jackson Eaton, Esq.  
John Bell, Esq.  
Kevin Lutkins, Esq.