AREA 3

COST REPLACEMENT HEARING DEALER SURREBUTTAL EXHIBITS

JANUARY 8, 2014

PMMB AREA 3

COST REPLACEMENT HEARING

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Carl D. Herbein, CPA *Curriculum Vitae*

EDUCATION

Elizabethtown College – B.S. Degree in Accounting (1968) Delta Mu Delta – National Honor Society – Co-captain Cross Country Team

EMPLOYMENT

Herbein + Company, Inc., Reading, PA October, 2004 to present President and CEO

> July, 1985 to October, 2004 Managing Partner

1974 to June, 1985 Partner Reading, PA

Carl D. Herbein, CPA – Reading, PA 1972 to 1974

Ernst & Young, Reading, PA 1967 to 1972 Staff/Senior Accountant

PROFESSIONAL AND CIVIC ASSOCIATIONS AND DESIGNATIONS

CPA - Commonwealth of Pennsylvania (1971)

Member - American Institute of CPAs - Council (1990 - 1991)

Member - Pennsylvania Institute of CPAs - President (1988 - 1989)

Firm Member – PKF North American Network – Board of Directors (1993 – 1994)

Chairman - Reading Redevelopment Authority (1992 - 1998) Board of Directors (1984 - 1998)

Board Member

- Greater Berks Development Fund (1995 present)
- Berks County Convention Center Authority Treasurer (1996 present)
- Alvernia University (2012 present)

Berks County Chamber of Commerce (1980 - present)

- Chairman of the Board (1994 1996)
- Treasurer (1992 1993)
- Treasurer (2007-2009)

PROFESSIONAL AND CIVIC ASSOCIATIONS AND DESIGNATIONS (CONTINUED)

Greater Reading Economic Partnership (2005 – present)

Elizabethtown College

- Board of Trustees (1987 1992)
- Chair Leadership Council (2007 2009)

Berkshire Country Club

• Board of Directors and Treasurer (October 2001 – 2007)

Submitted: January 3, 2014

Carl D. Herbein, CPA

PUBLICATIONS

"Product Costing In A Volatile Environment," which appeared in the National Ice Cream Mix Association, Inc. publication

"Milk Costing and Regulation - Is There a Conflict?" which appeared in the 2003 International Association of Milk Control Agencies' publication

"Benchmarking," which appeared in the August 2004, 422 Business Advisor

"Financing Agribusiness Growth", which appeared in the Pennsylvania CPA Journal

"Processors Improve Profits With Benchmarking", which appeared in the October 2011, Dairy Foods Magazine

COMMUNITY AWARDS

2006 Eugene L. Shirk Community Builder Award 2010 Corporate Honoree – March of Dimes 2012 Franciscan Award – Alvernia University 2013Business Weekly Unity Award

EXPERT REPORTS, DEPOSITION AND TESTIMONY

COURT AND OTHER TESTIMONY

Montana Department of Agriculture - Testimony concerning Montana Milk pool. (hearing held July 23, 2008)

State of Vermont – Expert testimony concerning establishment floor price – raw milk. (hearing held October 9, 2008)

Windsong Farms v. Telemark - Expert testimony - lender liability November 17, 2008

Niagara Milk Cooperative, Inc. v. Thomas J. Krenzer et al. – determination of fair value of dissenter's interest February 23, 2009

State of New Jersey Department of Agriculture – Expert testimony - Farmer premium establishment. (hearing held November 19, 2009, December 17, 2009 and January 28, 2010)

Sweetwater Valley Farm, Inc. v. Dairy Farmers of America, Inc. - June 15, 2010

Bross v. Bross - domestic matter. Testimony October 16, 2010.

Van Peenen Dairy, Inc. v. Tuscan/Lehigh Dairies, Inc. - contractual dispute, November 22, 2011

Nicholas Meat Packing Co. v. Brigandi, Gleghorn and Associates - August 20, 2011 and July 2013.

Supports Coordination Organization Modeled Rate Review – payment rate dispute - July 15, 2013.

Allen S. Fisher, et. al. v. Dominion Transmission, Inc. - crop damage - loss calculation - October 2013.

DeVries Dairy v. White Eagle Cooperative Association - expert testimony - economic discrimination - October 2013.

Carl D. Herbein, CPA

SURREBUTTAL EXHIBIT D1

COMMONWEALTH OF PENNSYLVANIA MILK MARKETING BOARD APPEARANCES

2007

Expert witness appearing on behalf of dealer association concerning licensee to licensee discounts.

Expert witness appearing on behalf of dealer association concerning cost replacement hearings for Areas 1, 2, 3, 4, 5, and 6.

2008

Expert witness appearing on behalf of dealer association concerning cost replacement hearings for Areas 1, 2, 3, 4, 5, and 6.

Expert witness appearing on behalf of dealer association concerning bulk milk cream, shrinkage, producer premium related to recombinant bovine growth hormone, and milk prices and percentage discounts.

2009

Expert witness appearing on behalf of dealer association concerning cost replacement hearings for Areas 1, 2, 3, 4, 5 and 6.

Expert witness appearing on behalf of dealer association concerning emergency hearing related to level of Class I Over-order Premium.

2010

Expert witness appearing on behalf of dealer association concerning formula for calculating the Over Order Premium.

Expert witness appearing on behalf of dealer association concerning cost replacement in Area 4 and Area 5.

2011

Expert witness appearing on behalf of dealer associations concerning cost replacement in Areas 1, 2, 3, 4, 5, and 6.

2012

Expert witness appearing on behalf of dealer associations concerning multi-store discounts in Area 5 and Area 6.

Expert witness appearing on behalf of dealer associations concerning Over Order Premium duration and level.

Expert witness appearing on behalf of dealer associations concerning cost replacement in Areas 1, 2, 3, 4, 5, and 6.

2013

Expert witness appearing on behalf of dealer associations concerning wholesale milk discounts in Areas 1, 2, 3, 4, 5, and 6.

Expert witness appearing on behalf of dealer associations concerning over-price premium in Areas 1, 2, 3, and 4.

PMMB AREA 3

COST REPLACEMENT HEARING

SUMMARY OF CURRENT INGREDIENT COSTS (WEIGHTED AVERAGE BASED ON ACTUAL SALES IN AREA 3)

Clover Farms Dairy Co., Guers Dairy, Pocono Mountain Dairies, Schneider – Valley Farms, Inc., Swiss Premium Dairy, Inc., Turkey Hill L.P., Tuscan/Lehigh Dairies, L.P. – Schuylkill Haven

	March 2013 Ingredient Cost Per Pound (1)
Standard	\$.0000
Reduced fat (2%) milk	.0008
Low fat (1%) milk	.0008
Non fat (skim) milk	.0023
Flavored milk	.0405
Flavored reduced fat milk	.0393
Flavored nonfat milk	.0320
Buttermilk	.0363
Eggnog	.1690

(1) For ingredients not purchased in March 2013 the most recent invoice was used.

PMMB AREA 3

COST REPLACEMENT HEARING

COST REPLACEMENT ADJUSTMENTS FOR INGREDIENTS

Clover Farms Dairy Co., Guers Dairy, Pocono Mountain Dairies, Schneider – Valley Farms, Inc., Swiss Premium Dairy, Inc., Turkey Hill L.P., Tuscan/Lehigh Dairies, L.P. – Schuylkill Haven

	March 2013 Weighted Average Cost/Pound	Cost/Pound included in Existing Order (1)	Increase (Decrease)
Standard milk	\$0.0000	\$0.0000	\$0.0000
Reduced fat milk (2%)	0.0008	0.0007	0.0001
Lowfat milk (1%)	0.0008	0.0008	0.0000
Nonfat milk (skim)	0.0023	0.0022	0.0001
Flavored milk (2)	0.0405	0.0397	0.0008
Flavored reduced fat milk (2)	0.0393	0.0333	0.0060
Flavored nonfat milk (2)	0.0320	0.0392	(0.0072)
Buttermilk	0.0363	0.0285	0.0078
Eggnog	0.1690	0.1646	0.0044

(1) Per General Order OGO A-962 (CRO 3) as updated for flavored milk on October 1, 2013

(2) Ingredient costs to be updated on a quarterly basis for flavored milk, flavored reduced fat milk and flavored nonfat milk. Updates should be effective on January 1, April 1, July 1 and October 1.

PMMB AREA 3

COST REPLACEMENT HEARING

BUTTERFAT CONTENT OF PRICE CONTROLLED PRODUCTS

	2012 Weighted Average Butterfat Test	2011 Weighetd Average Butterfat Test Included in Existing Order (1)	Increase (Decrease)
Standard milk	3.2609%	3.2645%	-0.0036%
Reduced fat milk (2%)	1.9581%	1.9623%	-0.0042%
Lowfat milk (1%)	0.9488%	0.9503%	-0.0015%
Nonfat milk (skim)	0.0990%	0.0987%	0.0003%
Flavored milk	3.3487%	3.3360%	0.0127%
Flavored reduced fat milk (2)	1.3474%	1.0462%	0.3012%
Flavored nonfat milk (2)	0.0947%	0.0488%	0.0459%
Buttermilk	3.7995%	3.8007%	-0.0012%
Eggnog	6.3921%	6.5169%	-0.1248%

- (1) Per General Order No. A-962 (CRO 3)
- (2) Butterfat test from product sales from July 2012 through December 2012. PMMB did not establish a reporting category for flavored nonfat milk until July 2012.

PMMB AREA 3

COST REPLACEMENT HEARING

PROCESSING, PACKAGING AND DELIVERY COSTS/POINT FOR 2011 (WEIGHTED AVERAGE BASED ON SALES IN AREA 3)

Clover Farms Dairy Co., Guers Dairy, Pocono Mountain Dairies, Schneider – Valley Farms, Inc., Swiss Premium Dairy, Inc., Turkey Hill L.P., Tuscan/Lehigh Dairies, L.P. – Schuylkill Haven

Cost Center	Total Points in PMMB Area 3 (1)	Weighted Average Cost/Point (1)		
Receiving, lab and field work	111,716,579	\$	0.0131	
Standardization and pasteurization	158,052,799		0.0160	
Bottling	156,291,182		0.0332	
Cold room	167,922,502		0.0365	
Delivery	127,785,085		0.1248	
Selling	126,689,571		0.0242	
		\$	0.2478	

(1) Reflects points (and related cost/point) for sales in PMMB Area 3 for the cross-section dealers.

PMMB AREA 3

COST REPLACEMENT HEARING

COST REPLACEMENT ADJUSTMENTS FOR PROCESSING, PACKAGING AND DELIVERY COSTS

Clover Farms Dairy Co., Guers Dairy, Pocono Mountain Dairies, Schneider – Valley Farms, Inc., Swiss Premium Dairy, Inc., Turkey Hill L.P., Tuscan/Lehigh Dairies, L.P. – Schuylkill Haven

	2012 Weighted Average Cost/Point	2011 Cost/Point Included in Existing Order (1)	Increase (Decrease)
Receiving, lab and field work	\$0.0131	\$0.0119	\$0.0012
Standardization and pasteurization	0.0160	0.0161	(0.0001)
Bottling	0.0332	0.0330	0.0002
Cold room	0.0365	0.0353	0.0012
Delivery	0.1248	0.1203	0.0045
Selling	0.0242	0.0244	(0.0002)
Sub total	\$0.2478	\$0.2410	\$0.0068
Add: 2013 Cost increase (decrease) adjustme	ent - Exhibit D4		0.0119
Less: 2012 Cost (increase) decrease adjustme	ent (1)		(0.0070)
Net change			\$0.0117

(1) Per General Order No. A-962 (CRO 3)

PMMB AREA 3

COST REPLACEMENT HEARING

COST INCREASES (DECREASES) FOR LABOR, INSURANCE AND UTILITY COSTS

Clover Farms Dairy Co., Guers Dairy, Pocono Mountain Dairies, Schneider – Valley Farms, Inc., Swiss Premium Dairy, Inc., Turkey Hill L.P., Tuscan/Lehigh Dairies, L.P. – Schuylkill Haven

	0	penses for 2nd ter (1)	Weighted Points for 2nd Quarter (1)		Cost Pe	er Point	Increase (Decrease)
Type of Expense	2013	2012	2013	2012	2013	2012	Per Point
Labor and fringe benefits	\$ 5,262,071	\$ 5,236,213	39,049,208	41,789,478	\$ 0.1348	\$ 0.1253	\$0.0095
Utilities	336,269	276,466	39,049,208	41,789,478	0.0086	0.0066	0.0020
Insurance	322,800	328,556	39,049,208	41,789,478	0.0083	0.0079	0.0004
							\$0.0119

(1) Weighted based on sales in PMMB Area 3

PMMB AREA 3

COST REPLACEMENT HEARING

CHANGES IN DIESEL FUEL COSTS

Clover Farms Dairy Co., Guers Dairy, Pocono Mountain Dairies, Schneider – Valley Farms, Inc., Swiss Premium Dairy, Inc., Turkey Hill L.P., Tuscan/Lehigh Dairies, L.P. – Schuylkill Haven

Diesel fuel costs – calendar year 2012 (1)	\$2,559,662
Delivery points – calendar year 2012 (1)	127,785,085
Diesel fuel cost per point delivered	\$0.0200
Average diesel price – calendar year 2012 (2)	\$4.100
Average diesel price – October 2013 (2) (3)	\$3.961
Increase (decrease) from year 2012 to month October 2013	-3.39%
Increase (decrease) in diesel fuel cost per point delivered	(\$0.0007)

- (1) Costs of cross-section dealers weighted by sales in Area 3
- (2) On-highway diesel prices per gallon for the Central Atlantic Region as published by the U.S. Energy Information Administration

October 2013 diesel fuel costs were used by the PMMB in establishing minimum prices for December 2013

PMMB AREA 3

COST REPLACEMENT HEARING

CHANGES IN HEATING FUEL COSTS (NATURAL GAS)

Clover Farms Dairy Co., Guers Dairy, Pocono Mountain Dairies, Schneider – Valley Farms, Inc., Swiss Premium Dairy, Inc., Turkey Hill L.P., Tuscan/Lehigh Dairies, L.P. – Schuylkill Haven

Heating fuel costs – calendar year 2012 (1)	\$298,853
Standardization & pasteurization points – calendar year 2012 (1)	158,052,799
Heating fuel cost per point pasteurized	\$0.0019
Average heating fuel costs – calendar year 2012 (2)	\$8.75
Average heating fuel costs – August 2013 (2) (3)	9.53
Increase (decrease) from year 2012 to month August 2013	8.91%
Increase (decrease) in heating fuel cost per point pasteurized	\$0.0002

- Costs of cross-section dealers weighted by sales in Area 3.
- (2) Industrial natural gas prices for Pennsylvania in dollars per thousand cubic feet as published by the U.S. Energy Information Administration.
- (3) August 2013 natural gas costs were used by the PMMB in establishing minimum prices for December 2013.

(1)

PMMB AREA 3

COST REPLACEMENT HEARING

WEIGHTED COST OF SHRINKAGE AND WEIGHTED COSTS AND REVENUES FROM BULK CREAM AND BULK MILK

PMMB Area 3	Weighted Costs		U		U		8		Weighted Revenues		ighted Net t (Revenue)	Weighted Pounds	(Rev	ghted Cost venue) Per Pound
Shrinkage	\$	641,159		\$	641,159									
Bulk milk revenue minus milk costs Bulk milk cost center costs & freight Net bulk milk cost (revenue)		118,755	526,792		(408,037)									
Bulk cream revenue minus milk costs Bulk cream cost center costs Net bulk cream cost (revenue)		218,825	1,057,536		(838,711)									
Total	\$	978,739	\$ 1,584,328	-										
Net cost (revenue) - calendar year 2012				\$	(605,589)	211,824,552	\$	(0.0029)						
Net cost (revenue) in current order - cale	ndar	year 2011		\$	(564,697)	232,966,604		(0.0024)						
Net change - cost increase (cost reduction	n)			\$	(40,892)		\$	(0.0005)						

PMMB AREA 3

COST REPLACEMENT HEARING

SUMMARY OF CURRENT CONTAINER COSTS WITH ADJUSTMENT FOR SHRINKAGE AND LOSS AND UPDATE TO CURRENT MONTH

Clover Farms Dairy Co., Guers Dairy, Pocono Mountain Dairies, Schneider – Valley Farms, Inc., Swiss Premium Dairy, Inc., Turkey Hill L.P., Tuscan/Lehigh Dairies, L.P. – Schuylkill Haven

Container Size	March 2013 Container Cost (1)	Adjust from March 2013 to November 2013 - Current (2)	Subtotal	Calculated Shrinkage and Loss (4)	Shrinkage Cost	Total Container Cost
Gallon (5)	\$ 0.1960	\$ 0.0163	\$ 0.2123	1.51%	\$ 0.0032	\$ 0.2155
1/2 gallon - plastic1/2 gallon - paper1/2 gallon - blended (5)	0.1434 0.1428 0.1433	0.0097	0.1530	1.22%	0.0019	0.1549
Quart - plastic Quart - paper Quart - blended (5)	0.1294 0.0848 0.1086	0.0104	0.1190	1.57%	0.0019	0.1209
Pint - plastic Pint - paper Pint - blended (5)	0.0953 0.0552 0.0787	0.0040	0.0827	1.62%	0.0013	0.0840
Twelve ounce	(3)					
Ten ounce	0.0548		0.0548			0.0548
1/2 pint - plastic (5)	0.0654	0.0063	0.0717	0.92%	0.0007	0.0724
1/2 pint - paper (5)	0.0285	(0.0001)	0.0284	0.85%	0.0002	0.0286
Four ounce - paper	0.0272		0.0272	1.53%	0.0004	0.0276
Dispenser	0.0398		0.0398	1.30%	0.0005	0.0403

(1) For containers not purchased in March 2013 the most recent invoice was used.

- (2) November 2013 container costs were used by the PMMB to establish minimum resale prices for December 2013.
- (3) Container not packaged in this Area.
- (4) Calculated based on actual container loss from a state-wide cross section of processing dealers for controlled containers used during the period January – March 2009. This state-wide cross section is composed of every processing dealer that participates in a cost replacement hearing.
- (5) Current container costs would replace these costs on a monthly basis when the PMMB minimum resale prices are announced.

PMMB AREA 3

COST REPLACEMENT HEARING

ADJUSTED CONTAINER COSTS COMPARED TO CURRENT MONTH CONTAINER COSTS – DECEMBER 2013

Container Size	Co Co	djusted ontainer sts from hibit D-8	Container Costs in Current Prices (1)		Difference	
Gallon (2)	\$	0.2155	\$	0.2034	\$	0.0121
Half Gallon (2)		0.1549		0.1530		0.0019
Quart (2)		0.1209		0.1191		0.0018
Pint (2)		0.0840		0.0831		0.0009
Ten Ounce		0.0548		0.0548		-
1/2 pint - plastic (2) (3)		0.0724		0.0717		0.0007
1/2 pint - paper (2)		0.0286		0.0283		0.0003
Four ounce - paper		0.0276		0.0254		0.0022
Dispenser (per quart)		0.0403		0.0424		(0.0021)

- (1) Per General Order No. A-962 (CRO 3) as updated.
- (2) These container costs to be updated on a monthly basis.
- (3) Difference between plastic ¹/₂ pint and paper ¹/₂ pint is \$0.0438. PMMB resale price schedules show the ¹/₂ pint paper price. \$0.0439 is the plastic add-on.

PMMB AREA 3

COST REPLACEMENT HEARING

CALCULATION OF WHOLESALE MINIMUM PRICE GALLON REDUCED FAT MILK (2%) FOR DECEMBER 2013

Clover Farms Dairy Co., Guers Dairy, Pocono Mountain Dairies, Schneider – Valley Farms, Inc., Swiss Premium Dairy, Inc., Turkey Hill L.P., Tuscan/Lehigh Dairies, L.P. – Schuylkill Haven

	5.4	Proposed	Current	
	<u>Reference</u>	Order	<u>Order (2)</u>	<u>Change</u>
Butterfat test	D2-B	1.9581%	1.9623%	-0.0042%
Butterfat price as announced by PMMB	(1)	\$ 1.6491 per lb.	\$ 1.6491 per lb.	
Extended butterfat value		\$ 0.0323 per lb.	\$ 0.0324 per lb.	
Skim price as announced by PMMB	(1)	\$ 20.36 per Cwt	\$ 20.36 per Cwt	
Extended skim value		\$ 0.1996 per lb.	\$ 0.1996 per lb.	
Total milk value at announced prices		\$ 0.2319 per lb.	\$ 0.2320 per lb.	\$(0.0001)
Ingredient cost	D2	0.0008	0.0007	
Cost of shrinkage / bulk milk & cream	D7	(0.0029)	(0.0024)	
Total milk cost per pound		\$ 0.2298 per lb.	\$ 0.2303 per lb.	\$(0.0005)
Pounds per gallon (conversion)		8.62	8.62	
Total milk cost per gallon		\$ 1.9809	\$ 1.9852	\$(0.0043)
Container cost (adjusted for shrinkage)	D8	0.2155 each	0.2034 each	0.0121
Cost center costs	D3	0.9912	0.9640	0.0272
2nd quarter-to- 2nd quarter update	D4	0.0476	0.0280	0.0196
Container efficiency adjustment	(2)	(0.0812)	(0.0812)	-
Percentage discount adjustment	(3)	0.0080	0.0080	-
Diesel fuel adjustment	D5	(0.0028)	(0.0004)	(0.0024)
Heating fuels adjustment	D6	0.0008	(0.0004)	0.0012
		\$ 3.1600 each	\$ 3.1066 each	\$ 0.0534
Dealer profit at 3.4%	(2)	0.1112	0.1093	
Subtotal		\$ 3.2712 each	\$ 3.2159 each	\$ 0.0553
Less: average delivery cost	(2)	(0.4284)	(0.4284)	
Add: high cost delivery	(2)	0.8000	0.8000	
Wholesale price		\$ 3.6428 each	\$ 3.5875 each	\$ 0.0553

(1) As announced for December 2013 by PMMB on November 21, 2013.

(2) Per OGO A-962 (CRO 3) as updated.

(3) Per OGO A-972 "Price Adjustments to Account for Interaction of Milk Prices and Wholesale Percentage Discounts."

PMMB AREA 3

COST REPLACEMENT HEARING

CALCULATION OF WHOLESALE MINIMUM PRICE HALF PINT FLAVORED NONFAT MILK (SKIM) FOR DECEMBER 2013

Butterfat test	Reference D2-B	Proposed Order 0.0947%	Current <u>Order (2)</u> 0.0488%	<u>Change</u> 0.0459%
Dutternat test	D2-D	0.074770	0.040070	0.045770
Butterfat price as announced by PMMB Extended butterfat value	(1)	\$ 1.6491 per lb. \$ 0.0016 per lb.	\$ 1.6491 per lb. \$ 0.0008 per lb.	
Skim price as announced by PMMB Extended skim value	(1)	\$ 20.36 per Cwt \$ 0.2034 per lb.	\$ 20.36 per Cwt \$ 0.2035 per lb.	
Total milk value at announced prices		\$ 0.2050 per lb.	\$ 0.2043 per lb.	\$ 0.0007
Ingredient cost Cost of shrinkage / bulk milk & cream Total milk cost per pound	D2 D7	0.0320 (0.0029) \$ 0.2341 per lb.	0.0392 (0.0024) \$ 0.2411 per lb.	\$ (0.0070)
Pounds per gallon (conversion)		0.50	0.50	\$ (0.0070)
Total milk cost per gallon		\$ 0.1171	\$ 0.1206	\$ (0.0035)
Container cost (adjusted for shrinkage)	D8	0.0286 each	0.0283 each	0.0003
Cost center costs	D3	0.0620	0.0603	0.0017
2nd quarter-to- 2nd quarter update	D4	0.0030	0.0018	0.0012
Container efficiency adjustment	(2)	0.0202	0.0202	-
Percentage discount adjustment	(3)	0.0005	0.0005	-
Diesel fuel adjustment	D5	(0.0002)	-	(0.0002)
Heating fuels adjustment	D6	0.0001	-	0.0001
		\$ 0.2313 each	\$ 0.2317 each	\$ (0.0004)
Dealer profit at 3.4%	(2)	0.0081	0.0082	
Subtotal		\$ 0.2394 each	\$ 0.2399 each	\$ (0.0005)
Less: average delivery cost	(2)	(0.0268)	(0.0268)	
Add: high cost delivery	(2)	0.0500	0.0500	
Wholesale price		\$ 0.2626 each	\$ 0.2631 each	\$ (0.0005)

- (1) As announced for December 2013 by PMMB on November 21, 2013.
- (2) Per OGO A-962 (CRO 3) as updated.
- (3) Per OGO A-972 "Price Adjustments to Account for Interaction of Milk Prices and Wholesale Percentage Discounts."