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Room 2968-S, STOP 0228  
Washington, DC 20250-0225

September 6, 2022

TO: All Interested Parties

FROM: Dana H. Coale   
Deputy Administrator  
Dairy Program

SUBJECT: Appointment of the Appalachian, Southeast and Florida Market Administrator

I am pleased to announce the appointment of Jason Nierman, as Market Administrator, Appalachian, Southeast and Florida Milk Marketing Orders effective September 4, 2022.

Mr. Nierman has been serving as the Assistant Market Administrator for the Appalachian Order since 2013 and for the Southeast and Florida Orders since 2019. Mr. Nierman began his Federal career as an Agricultural Economist in the Dairy Program in 1998. In 2004, he became an Agricultural Economist in the Appalachian Order and held that position until being promoted to an Associate Market Administrator in 2008. Mr. Nierman has a Bachelor of Science in Animal Science and a Master of Science in Agricultural Economics from Purdue University. Mr. Nierman's familiarity with the Southeastern and Appalachian regions and their stakeholders will ensure consistency in the administration of these three orders and enhance efficiencies in overall operations.

Mr. Nierman's appointment follows the retirement of Harold H. Friedly who served with the USDA Dairy Program for almost 40 years. I want to thank Mr. Friedly for the work he did to ensure the Appalachian, Southeast and Florida Milk Marketing Orders continued the mission to facilitate the efficient marketing of milk and dairy products and meet the needs of stakeholders.

Mr. Nierman and the staff look forward to continuing to provide the Appalachian, Southeast and Florida dairy industries with excellent customer service.