March10, 2014

Senator Tutvedt, Chairman Economic Affairs Interim Committee PO Box 201706 Helena, MT 59620-1706

Dear Senator Tutvedt and Members of the Committee

We are writing this letter as consumers to express our continued support for the "12-Day Rule". This issue is simply about providing high quality product to Montana's consumers. We support Montana's dairy farmers and the great product that they provide to us and our communities.

As consumers, we are fully capable of understanding that a sell date means that the product must be sold by that date. We are not confused as to whether this is a use by date or a best by date. We understand that this is a sell by date. We appreciate and want this method of dating because that means that once we get the milk in our refrigerators it will last until our family has enjoyed every last drop. For some of us, we travel many miles to buy our groceries and it isn't as simple as "running to the store" if our milk is bad. We need a longer shelf life in our refrigerator and like the way that this works now.

Please keep the 12-Day rule in place so that we can continue to have fresh milk in our refrigerators.

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MARK AMERICALTORD	Meh frimely	PUBLUS BJZ MALTA
Mary Mordlund	Maly I collin	20.Box 372 Walter
DANPERRY	Danderry	BOX 282 MALTA
Michael Soul	~~~	POBOX 1167 Malta
Reacy Perry	Pegantery	POBOX 282 Mallo
Sarah Salveson	Sarah	PO BOX 1179 4772/12
Jameson Forcho	4	70 Box 1583 Malty MT
Mike Zimmer	Mato Juma	Bux 126 Ophein, Mi
Doug Bailey	Born Baily	Bur 105 Opheim mt
Louis Ovler	2-4	BOX 1402 Malta MT
ives RoginA	No es Docum	BOX 1356 WHITA MT
Mark Birtho	Walltook	Box 234 Nota MT
Cathy Vehoct	Cat El entry	2247 Forles Rd Saco 59261
Janni Wiese	Janni Wiese	1450 Short Oil R.J. MaHa, M+
MARILY Komis	Mary Komy	Box 1029 mays mT
DAYLA KELSEY	Dana Reley	BOX 1451 MAKA MI
LOEN DALLIS	Harnu aug	1620 Woodlung Whelity mo
Mark French	I Much from	13883 us HWY 19150. Malta My 59530
ROM SOLNNICHSEN	from Sognitchson	Box 1214 malla, mt. 59538
Scott SIMANTON	Levet Showith	BOX 1223 MAHA hIT. 59538
JOHN J KINNEY	Mahn of Lung	BOX 1505 MALTA MT. 59538
DAN LOWNEY	Dan Tamy	Box 1364 macon mr 59538
18 45 2 M. Freder	MAY L My MULLER	4163 M. Untles GO Whitark
TONY BOOS	yony Box	BOX 248 MAKA MT 59535
Justo fino	The same	P.O. 1344 , Masta MT, 59538
G. L. JONES	I John John John John John John John John	Po 1733 MART M39738
Shonna Smith	The third mot	POBOX485 MayLIM+ 59538
DEBlie Campburk	Dalling Emplelle	D.D. By 953 YILalta July 59538
	Lestie Schipman	