March 10, 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 by 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.

Sincerely,

Name	Town	Name	Town
[illegible]	Great Falls		
Deborah Crossnell	Great Falls		
Todd Hanson	Great Falls MT		
Joseph R. [illegible]	Great Falls MT		
[illegible]	Great Falls MT		
Mike Marquart	Great Falls MT		
Ron Staley	Great Falls, MT		
Brian Christians	Great Falls, MT		