



Dana H. Coale
Deputy Administrator
Dairy Program, AMS, UDSA

Dana Hamilton Coale is Deputy Administrator of the Agricultural Marketing Service's (AMS) Dairy Program. Ms. Coale has served in this role since September 2004. As Deputy Administrator, Ms. Coale leads the Agency's marketing and regulatory programs impacting the dairy industry to facilitate the efficient marketing of milk and dairy products. Ms. Coale manages the Federal milk marketing order program, dairy market news reporting, development of dairy product standards, inspecting and grading dairy products and facilities, domestic and export auditing and accreditation services, economic and statistical analysis services and providing oversight to the Fluid Milk and Dairy Promotion and Research Programs.

Ms. Coale began her career with the AMS Fruit and Vegetable Program (now the Specialty Crops Program) in 1989. In 1990 was assigned to the Dairy Program as a Federal Milk Marketing Order Program Agricultural Marketing Specialist. Prior to her appointment as Deputy Administrator, she served as Associate Deputy Administrator for Dairy Program for almost 3 years.

Ms. Coale received a Bachelor of Science degree in Public Service and Administration in Agriculture and International Agriculture from Iowa State University. She grew up on a corn, soybean and livestock farm in Central Iowa, and she continues to maintain ownership in the operation. Ms. Coale and her husband have two children and reside in Gainesville, Virginia.