EXHIBIT E

Maine Milk Commission | Herbein + Company, Inc.

We want to thank everyone involved for their time they spend completing this survey. There are seven sections of the survey:

1. Sales information
2. Land and building
3. Capital equipment
4. Labor
5. Electricity
6. Store-level miscellaneous and overhead
7. Corporate and divisional overhead

Each section listed above is detailed on a separate worksheet. Individual sections of the survey may be more easily answered by a variety of individuals. We would ask that the names and phone numbers of everyone completing the survey are listed below on the "General" worksheet. In a case where we might have a follow-up question, this information would be very helpful. When the survey is complete, please return it to the address listed below. Thank you for your time!

Please feel free to call or email me if you have any questions when completing this survey.

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General Survey

Store Name: _____

Store Location: _____ _____
Street City

Survey Selections	First Name	Last Name	Phone Number
1. Sales Information			
2. Land and Building			
3. Capital Equipment			
4. Labor			
5. Electricity			
6. Store-level Miscellaneous and Overhead			

	_____	_____	_____
7. Corporate & Divisional Overhead	_____	_____	_____

General Store Sales Information

Please specify below, the number of items sold over the year of 2012 and the total value of these items

To apportion total overhead costs, we need to know TOTAL STORE SALES INFORMATION.

Number of all items sold in 2012 _____

Value of all items sold in 2012 $_____

In the table below, please include ***white milk*** *items only. Do not include chocolate milk, creams, juices, etc.*

	2012 Units Sold	2012 Sales Value
Containers		
Plastic Gallon	_____	$ _____
Plastic 3-quart	_____	_____
Plastic Half-gallon	_____	_____
Paper Half-gallon	_____	_____
Plastic Quart	_____	_____
Paper Quart	_____	_____
Other: Please describe _____	_____	_____
TOTAL	_____	_____

Land and Building Information

Information to be gathered is the annual cost of the real estate and associated costs. Thus, the taxes and insurance refer to the property, not sales tax or employee insurance.

Does the store own or lease the land?

If the land is leased, what is the annual lease payment? _____ Lease payment

If the land is owned, what was the price at the time of purchase and when was it purchased? _____ Value of land

_____ Year of purchase

What is the annual parking lot repair and maintenance expense? _____

What is the annual parking lot cleaning and snow removal expense? _____

Are there other expenses associates with the land that we should also include?
Please describe: _____

What year was the building(s) constructed? _____ Year of construction

Does the store own or lease the building(s)?

If the building(s) are leased, what is the annual lease payment? _____

If the building(s) are owned, what was the purchase price at the time of purchase or construction? _____ Value of building(s)

What is the total square footage of the building? _____

What is the annual building repair and maintenance cost? _____

What are the annual costs associated with cleaning the store? _____

What is the annual cost associated with the building that we should also include?
Please describe: _____

What is the annual real estate expense associated with both land and building(s)? _____
*(This value should **not** include sales tax or taxes associated with wages/salaries)*

What is the annual insurance expense associated with both land and building(s)? _____
*(This value should **not** include employee insurance)*

Capital Equipment Information

Please feel free to involve your Engineer when completing this section!

Please estimate the following assuming you were replacing or buying new equipment at this store:

	Type (Please specify)	Replacement Expense (with installment costs)	Expected Life (Years)
Walk-n Cooler(s) (containing your fluid milk)			
Display Coolers (for fluid milk)			
Compressor(s) (associated with fluid milk)			
Scanner and Register System (for entire store)			
Check-out Lanes (for entire store)			

Cost of Labor Information

Hourly wages for direct milk handling labor

Job Description	Hourly Wage	Fringe Benefits **
Receive and order	_____	_____
Stock dairy coolers	_____	_____
Clean dairy coolers	_____	_____

** Include fringe benefit percentage only if not included in hourly wage

Was vacation and sick time replacement included in calculating the above fringe benefit rate? Yes _____ No _____

Non-product specific management

Non-product specific management can be entered either as a total or itemized. Please use only one of the two options.

Option 1:

	Amount in 2012
Total non-product specific management =	$ _____

Option 2:

Manager	_____
Assistant Manager(s)	_____
Front-end Manager	_____
Night Manager	_____
Office Manager	_____
Shift Leaders	_____
Other: _____	_____
Other: _____	_____
Other: _____	_____

Sum cashier and bagger wages and enter below:

	Amount in 2012
Cashier(s) and bagger(s) wages	$ _____

Front-end Costs

Front-end costs include any expenses incurred in the check-out section and bagging section of the store. Most of these costs have been elevated under the Salaries and Wages, and Capital Equipment sections of this questionnaire. Please list any costs other than those already reported.

Item:	Amount in 2012
Scanner and register supply costs	_____
Scanner and register maintenance costs	_____
Push carts (estimated)	_____
Store security	_____
Shopping bags	_____
Front-end management costs (if not included above)	_____
Other: _____	_____
Other: _____	_____

Electricity Usage and Expense

STORE

What was the store's consumption of electricity (measured in kWh) over one period? _____kWh

What was the cost per kWh? _____$/kWh

How many weeks in that period? _____weeks

What portion of the store's total electricity consumption is allocated to store services electrical use? _____%
(Store services electrical usage is the electrical usage which is used for general support of the store, i.e., the opening of electric doors, the store heating and cooling, and parking lot lighting, etc.)

MILK COOLER

♦ Display Cooler ♦

What was the milk cooler's consumption of electricity (measured in kWh) over one period? _____kWh

What was the cost per kWh? _____$/kWh

How many weeks in that period? _____weeks

What is the portion or % allocated to fluid milk? _____%

♦ Walk-in ♦

What was the milk cooler's consumption of electricity (measured in kWh) over one period? _____kWh

What was the cost per kWh? _____$kWh

How many weeks in that period? _____weeks

What is the portion or % allocated to fluid milk? _____%

Store Level Information

Item:	Amount in 2012
Communications	_____
Uncollected checks	_____
Garbage collection	_____
Water and sewer	_____
Fuel oil or gas	_____
Uniforms and laundry	_____
Non-product specific advertising *	_____
Store office supplies	_____
Store cleaning supplies **	_____
Donations (store level only)	_____
Employee training (store level)	_____
Travel costs	_____
Electronic data processing (store level only)	_____
Other: _____	_____
Other: _____	_____
Other: _____	_____
Other: _____	_____
Other: _____	_____
Other: _____	_____
Other: _____	_____

** As much as possible, we want only "generic store or company" advertisement. This would not include weekly newspaper flyers, for example, but would include radio advertisements which consisted primarily of "Shop at our Store" type messages.*

*** If not already included in the store cleaning costs listed on the Land and Building worksheet*

Division and Corporate Information

Operational Overhead Costs

Please apportion Division and Corporate Operation Costs to the individual stores by using the store's portion of sales

Item:	Division	Corporate
Payroll	_____	_____
Payroll overhead	_____	_____
Education and training	_____	_____
Travel	_____	_____
Office: Lease, equipment, insurance, and repairs	_____	_____
Office: supplies, communications, and utilities	_____	_____
Purchased services	_____	_____
Donations and advertising	_____	_____
Customer awareness program	_____	_____
Electronic data processing	_____	_____
Direct store delivery feed	_____	_____
Unclassified items	_____	_____
Other: _____	_____	_____
Other: _____	_____	_____
Other: _____	_____	_____
Other: _____	_____	_____
Other: _____	_____	_____
Other: _____	_____	_____
Other: _____	_____	_____

Note: The above survey is a modified version of the surveys used in previous retail studies for the Commission, as developed by the University of Maine and Dr. George Criner.