

DAIRY PROMOTION ORDER ADVISORY BOARD

MEETING AGENDA

Topic: Presentations of research proposals seeking 2021 DPO funding

Location: Via WebEx

Date & Time: Tuesday, September 8, 9:00 am – 5:00 pm

To connect Online:

<https://meetny.webex.com/meetny/j.php?MTID=ma7dad1705983ba1c2406de475447f8c1>

Meeting Number: 171 336 1827
Password: vTVyvRpp336

To join by phone:
1-518-549-0500 Local
Access code: 171 336 1827

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| I. Deputy Commissioner welcome (9:00 - 9:15) | J. Trodden |
| i. Dairy industry update | |
| II. Approval of July 27, 2020 meeting minutes (9:15 – 9:30) | L. King |
| III. Status of 2020 and 2021 budget estimates (9:30 – 9:45) | L. Canter |
| IV. Cornell University | |
| i. Milk Quality Improvement Program (9:45 - 10:45) | M. Wiedmann |
| ii. Northeast Dairy Foods Research Center (10:45 – 12:45) | D. Barbano |
| i. Alcaine (10:45 – 11:15) | |
| ii. Rizvi (11:15 – 11:35) | |
| iii. Moraru (11:35 – 11:55) | |
| iv. Ali (11:55 – 12:15) | |
| v. Barbano (12:15 – 12:45) | |
| V. Lunch (12:45 – 1:15) | |
| VI. Cornell Cooperative Extension of Lewis County (1:15 – 2:15) | M. Ledoux |
| i. Maple Milk Commercialization (1:15 – 1:45) | |
| ii. Resiliency Project (1:45 – 2:15) | |

VII.	Phoenix Marketing International (2:15 – 3:15)	
	i. Dairy Usage Barriers (2:15 – 2:45)	S. Ludwigsen
	ii. Dairy TV Advertising Best Practices (2:45 – 3:15)	M. Sanderson
VIII.	Consumer safety through mastitis reduction (3:15 – 3:30)	D. Nydam
IX.	Jeb & Company (3:30 – 4:00)	J. Burt
X.	Discussion and Prioritization (4:00 - 4:30)	Board
XI.	Open Public Comment Opportunity (4:30 – 4:45)	All
XII.	Closing remarks (4:45 – 5:00)	Comm. Ball J. Trodden

Disclaimer: This is a public meeting and procedure will follow all rules set forth in Open Meetings Law. This meeting will abide by the agenda. The last 15 minutes will be open to the floor for public comment. This meeting will be recorded and posted on the New York State Department of Agriculture and Markets website, along with meeting minutes and additional materials presented. Use the following link to access the webpage:

<https://agriculture.ny.gov/dairy/dairy-promotion-order>.