



Agriculture and Markets

DRAFT Minutes from the third Meeting of the
Seventeenth New York State Dairy Promotion Order Advisory Board
Held via WebEx
Wednesday, July 27, 2020 9:00 am – 5:00 pm

Attendees

Board Members Present: Quorum established.

L. King, L. Bailey, J. Kehl, J. Patterson, K. Nelson, A. Lamb, D. Handy, D. Harwood, J. Whittaker, S. Marshman

Board Members Absent: None

New York State Department of Agriculture and Markets Staff Present:

R. Ball, J. Trodden, C. McCue, D. McCarthy, L. Canter

Disclaimer: This is a public meeting and procedure follows all rules set forth in Open Meetings Law. Meetings are 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>

Meeting

Purpose: Mid-year update for the 2020 contracts. Board discussion and agreement on goals for the 2021 contract year. Discussion on contract budget deviations.

Meeting opened with roll call by L. Canter

Welcome by Commissioner Ball

- Nourish NY Identified \$25 million in emergency health funding to distribute to the food bank system. Approaching \$7 million in agriculture products that were purchased and distributed through the Nourish NY program.
- Expanding NY Thursdays. Started several years ago in partnership with NYC schools. Highlights what's on the menu from NY State. The partnership has been successful and there is an initiative in the State of the State to expand and hopeful that it will be a platform to connect upstate and downstate

Approval of past minutes

- Review and approval of June 23, 2020 and July 8, 2020 meeting minutes.
 - Draft minutes were presented to the Board and a motion was made to approve both. Both motions were passed unanimously.



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2020 Updates

- Previous to today's meeting, Board members received reports from organizations that received funding for the 2020 contract year. The purpose of these reports is to give the Board a year-to-date status summary of activities, funds spent, and plans for the remainder of the contract year. Time was allotted for Board members to inquire of the organizations. Some highlights are listed below:
 - I. American Dairy Association and Dairy Council (ADADC)
 - Provide information of impact of “movable middle” consumers
 - A list of the 38 school districts ADADC is targeting for their programs and number of students with the percentage of NY students
 - II. New England Dairy Promotion Board (NEDPB)
 - D. McCarthy replied to question that about 10% of NY milk is going to New England
 - Board asked for a reasonable frequency to report results. NEDPB will reply back
 - III. Milk for Health (MFH)
 - Pulled out of Railroad program since unsure of future
 - Believes amount of funding will be coming back to the State due to COVID pandemic
 - IV. New York Animal Agriculture Coalition (NYAAC)
 - Amendments to budgets for Moo-ve program and TV promotion program. Board voting results are as follows:
 - 7-3 in favor of the Moo-ve
 - 6-4 in favor of the TV promotion
 - V. US Dairy Export Council
 - DPO funding goes into a larger pool of money to promote oversea commerce
 - VI. Cornell University
 - a) Both the Milk Quality Improvement program (MQIP) and the Northeast Dairy Foods Research Center (NEDFRC) program has been affected by the pandemic. No cost time extensions may be needed



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- For the purpose of evaluating the costs of each project, the Board asked all organizations to allocate staff time and related expenses by project. MFH and NYAAC are already doing this
- Board approved a motion to require Board notification for any proposed change in scope of approved projects or a change in costs of more than 10% of the project costs
- The Department as asked for all funded organizations to submit a plan that highlights the organization's direction and funding for the remainder of the contract year
- The Board requested that all funded organizations submit their Contract Assessment Tool completed in its entirety. The Department will work with the organizations to update and complete the assessment spreadsheets. Once complete, the Department will disseminate to the Board
- The Board Chair has requested that the Contract Assessment Tool be provided at every Board meeting
- Board is interested in the NYS Grown and Certified program as a label program to promote the dairy industry. Deputy Commissioner Trodden has forwarded information and committed to expanding the program requirement to a baseline of at least 75% NYS milk being used in the dairy products within the program

2021 Goals:

As a reference, the Department presented the 2020 promotion goals that were developed by the Board last year. Board discussion resulted in edits for 2021. The updated promotion goals for 2021 were voted on and unanimously passed

Promotion goals for the 2021 contract year are as follows:

- Increase the consumption of New York milk and dairy products by youth (lunches, breakfasts, and other offerings)
- Promoting uniqueness of, and Increase sales of, New York milk, dairy products and / or ingredients throughout the entire food supply chain through various



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distribution channels including but not limited to, e-commerce, curbside sales, etc.

- Improve the image of dairy products and / or dairy producers among consumers, thus improving the acceptance and consumption of New York milk and dairy products
- Improve communication to dairy producers to inform them how they can assist in improving the consumption of New York milk and dairy products by highlighting the sustainability story
- Increase the sales and consumption of milk and dairy products produced in the US and exported to other countries
- Participation in national programs influencing increased consumption of milk and dairy products
- Conduct research projects to ensure the safety and / or expand the demand for New York dairy products and dairy ingredients

Public Comments: None

Closing Remarks:

L. King thanked everyone for their time and expressed the value of this meeting. J. Trodden echoed L. King with appreciation of everyone's time. Encourage to take a critical look and provide feedback to the Department to improve the process. Department is committed to the success of the Board.

Meeting adjourned.

Attachments:

1. June 23, 2020 minutes
2. July 8, 2020 minutes
3. 2021 promotion goals