

DRAFT Minutes from the Fifth Meeting of the
Seventeenth New York State Dairy Promotion Order Advisory Board
Held via WebEx
Friday, September 25, 2020, 9:00 am – 5:00 pm and Monday, September 28, 2020,
9:00 am – 4:00 pm

Attendees

Board Members Present: Quorum established.

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

New York State Department of Agriculture and Markets Staff Present:

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

Disclaimer: This was a public meeting and procedure followed all rules set forth in Open Meetings Law. Meetings were 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: Presentations of promotion proposals seeking 2021 DPO funding.

Day 1: September 25, 2020

1. **Opening Remarks:**

Commissioner Ball welcomed all and thanked presenters and Board members. The Commissioner stated that although COVID posed unique challenges, farming has not been canceled and needs of the community continue. Expressed the Board has a full agenda but is confident they are up to the task.

Deputy Commissioner Trodden welcomed all and expressed excitement for the 2021 contracts.

Board Chair, L. Bailey welcomed all and thanked the Board for their time as well as the presenters for their proposals. Echoed the Commissioner's comment about having a full agenda and encouraged Board members to ask comments and write down thoughts and ideas. Stated that it's important for the Board to become educated to make sure the right decisions for the farmers of NY are made. The Board is tasked with making unbiased decisions based on presentations and not past experiences. The Board should be openminded on presentations and ideas. L. Bailey closed out his comments with an announcement that all public comments will be limited to a two-minute time slot per individual.

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2. Presentation of Promotion Proposals:

- a. Representatives from the American Dairy Association North East (ADANE) presented their proposal. See materials attached.
- b. Representatives from New England Dairy Promotion Board (NEDPB) presented their proposal. See materials attached.
- c. Representatives from Dairy Management Inc. (DMI) presented their proposal. See materials attached.
- d. Representatives from Milk For Health (MFH) presented their proposal. See materials attached.
- e. Representatives from U.S. Dairy Export Council (USDEC) presented their proposal. See materials attached. *Note: USDEC originally scheduled to present prior to MFH but experienced technical difficulties.*
- f. Representatives from American Dairy Products Institute (ADPI) presented their proposal. See materials attached.
- g. Representatives from Cornell presented their proposal. See materials attached.
- h. Representatives from NBC Watertown presented their proposal. See materials attached.
- i. Representatives from VentureFuel presented their proposal. See materials attached.
- j. Representatives from Warwick Area Migrant Committee (WAMC) presented their proposal. See materials attached.
- k. Representatives from Heritage Radio Network presented their proposal. See materials attached.

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3. **Board Questions & discussion:**

- i. J. Kehl commented that the Board faces tough decisions due to the proposals and new ideas.
- ii. K. Nelson had a question on USDEC. She inquired if its funding was part of a 5-year commitment. L. Bailey replied, with confirmation from J. Kehl, that USDEC funding originally went through ADADC then was broken out separately with the intent to decide funding on a yearly basis.
- iii. D. Handy questioned the funding of Cornell's competition proposal. The question was if it is new funding and if other funding exists. Cornell's response was that DPO will be the sole funder for the project and no other funding source has been pursued.
- iv. D. Harwood asked for presenters to be online Monday, for questions the Board may have.
- v. Due to time constraints, it was requested that additional Board questions be sent via email.

4. **Public Comment Opportunity:** No public comments offered.

5. **Closing Remarks:**

- i. Deputy Commissioner Trodden took this opportunity to brief Board members and the presenters on the memo issued from the Department of Agriculture and Markets' ethics officer. This memo takes effect today and addresses communication with the DPO Board from those seeking funding. Deputy Commissioner Trodden summarized the memo stating that those seeking contact with the Board, should do so via the Department's designee – Lou Canter. Violating this policy could result in being barred from entering into a procurement contract with the State of NY. Lastly, Deputy Commissioner Trodden informed all that the contracting process could take up to six months and this policy also applies while contracts are being executed.
- ii. L. Bailey requested a revised agenda be sent out for the second day. The revision included moving Cornell's, Agriculture in the Classroom presentation to Monday and extending the second day's timeframe.

6. **Meeting adjourned:** The Board revised the second day schedule (Monday, September 28th) to include Cornell's Agriculture in the Classroom presentation.

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Day 2: September 28, 2020

1. Presentation of Promotion Proposals:

- a. Representatives from Cornell's Agriculture in the Classroom presented their proposal. J. Whittaker and D. Harwood recused themselves by logging off the WebEx meeting. See materials attached.
- b. Representatives from the New York Animal Agriculture (NYAAC) presented their proposal. See materials attached.
- c. Representatives from the Center for Agricultural Development and Entrepreneurship (CADE) presented their proposal. See materials attached.

2. Review and Approve July 25, 2019 Meeting Minutes: L. Canter presented past September 8, 2020 meeting minutes to the Board.

Resolution: Motion was entered to approve the September 8, 2020 minutes and the motion was seconded. With eight Board members voting, the motion passed unanimously. L. Bailey participated as acting Chair and abstained from the vote.

3. Overview of 2020 DPO Budget and Proposal Amounts: L. Canter provided an overview of the 2021 DPO projected budget and the total amount proposed by organizations that submitted research and promotion proposals for 2021 DPO funding.

Resolution: Motion was entered to approve the DPO budget at an estimated revenue amount for 2021 of \$15,250,000. Motion passed unanimously.

4. Board Discussion and Vote on 2021 Research and Promotion Proposals:

The Board ranked and discussed all promotion and research proposals presented before them and voted on the final recommendations for funding. L. Bailey, participating as acting Chair and abstained from voting. Funding recommendations for 2021, totaling \$15,143,285, was voted on and unanimously approved. Funding recommendations are as follows:

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Dairy Promotion:

• American Dairy Association North East:	\$10,500,000
• New England Dairy Promotion Board:	\$ 1,650,000
• Milk for Health:	\$ 465,000
• New York Animal Agriculture Coalition:	\$ 200,000
• American Dairy Products Institute:	\$ 147,000
• Cornell Agriculture in the Classroom:	<u>\$ 450,000</u>
Total Promotion	\$13,412,000

Dairy Research:

• Cornell University:	\$1,371,285
• Jeb and Company	<u>\$ 360,000</u>
Total Research	\$ 1,731,285

5. **Public Comments:** The Board accepted comments from the public
6. **Closing Remarks:** Deputy Commissioner Trodden thanked all for the participation and the Board for their time and insights.
7. **Meeting Adjourned**

Attachments:

1. ADANE and DMI Materials
2. ADPI Materials
3. CADE Materials
4. Cornell, Agriculture in the Classroom Materials
5. Cornell Innovation Competition Materials
6. DRAFT 2021 DPO Budget
7. Heritage Radio Materials
8. Milk for Health Materials
9. NEDPB Materials
10. NYAAC Materials
11. USDEC Materials
12. VentureFuel Materials
13. WAMC Materials

Respectfully submitted,
Louis Canter, Secretary to the Board