



## Agriculture and Markets

**ANDREW M. CUOMO**  
Governor

**RICHARD A. BALL**  
Commissioner

### 2019 Dairy Promotion Order Annual Report

The Division of Milk Control and Dairy Services is responsible for the administration of the New York State Dairy Promotion Order (NYSDPO)<sup>1</sup>. The NYSDPO was proposed and approved by a referendum vote by New York Dairy producers to promote the consumption of New York milk and dairy products. The NYSDPO collects an assessment of 10 cents per hundredweight of all milk produced in New York State. This is an offset to New York dairy producers from their obligation to the National Dairy Research and Promotion Program assessment of 15 cents per hundredweight. The Dairy Promotion Order Advisory Board, which is comprised of New York State dairy producers, advises and recommends to the Commissioner of the NYS Department of Agriculture and Markets how these funds are spent, with the overall goals<sup>2</sup> of:

- Encouraging the consumption of milk and dairy products by acquainting consumers and others with the advantages and economy of using more of such products,
- Protecting the health and welfare of consumers by assuring an adequate supply of safe milk and dairy products,
- Providing for research programs designed to develop new and improved dairy products, and
- Providing for research programs designed to acquaint consumers and the public generally with the effects of the use of milk and dairy products on the health of such consumers.

According to the USDA, United States per capita consumption of dairy products is increasing. However, the per capita consumption of fluid milk products continues to decline.

#### US Per Capita Consumption of Fluid Milk and Dairy Products (pounds)

	2014	2015	2016	2017	2018	% Change 2014-2018
Fluid Milk Consumption <sup>3</sup>	159	156	154	150	146	-8.2%
Dairy Product Consumption (Including Fluid) <sup>3</sup>	615	630	646	645	646	+5.0%

<sup>1</sup> Urban Development Corporation Law, Section 16-x

<sup>2</sup> Ibid

<sup>3</sup> Includes revised data from USDA

Regulations (1 NYCRR Part 40; Section 35) require that an annual report be prepared each year for the benefit of the producers. Specifically, this report “shall contain information on the promotion programs carried on during the preceding year, expenditure of funds for each program, and such other information as may be of benefit to producers.”

During 2019, the NYS Dairy Promotion Order collected just over \$14.9 million. From these funds, the Advisory Board recommended contracting for promotion and research programs in the amount of \$15.28 million.

## **Promotional Contracts for 2019 Calendar Year**

### **AMERICAN DAIRY ASSOCIATION AND DAIRY COUNCIL (ADADC)**

[www.AmericanDairy.com](http://www.AmericanDairy.com) (\$10,952,347)

ADADC is a farmer-directed and funded non-profit organization that works to enhance consumers’ understanding of and appreciation for dairy farmers and dairy products by engaging local farmers, cultivating a dialogue with consumers, and advancing the dairy industry at the state and national level. ADADC builds sales and consumer trust by creating demand for dairy products through retail, schools, digital/social and traditional media and enlisting the help of local dairy advocates to “tell dairy’s story.”

### **School Marketing – Youth Programs (\$2,403,997)**

ADADC recognizes that outreach to the youth audience through schools is crucial to long-term sustainability and growth of the dairy industry, as children and their parents learn about the importance of consuming milk and dairy foods as part of a balanced, healthy lifestyle. In 2019, ADADC reached 105,162 additional New York State students daily through *Breakfast After the Bell* and more than 1,831 New York State schools through its annual *Strive for 35°F* Milk Temperature program. The milk temperature program ensures that milk is being served at its optimal temperature between 35-40°F so that students have the best possible experience with milk, which builds life-long consumers.

The long-term goal for the ADADC Youth Programs Team is to recapture milk’s position as the beverage of choice among children. ADADC works with school nutrition directors, influential stakeholders, and key decision makers in target school systems to improve the quality, variety, and availability of milk choices and dairy foods. This includes enhancing school meal opportunities that maintain and increase milk and dairy sales in schools. School marketing programs fall within three main categories:

*Breakfast After the Bell (BAB)* encourages schools to serve breakfast in alternative ways, including from a hallway kiosk or in the classroom, as opposed to the traditional location in the cafeteria, prior to the start of the first morning bell. This program focuses on maximizing meal participation by ensuring all students have access to school breakfast. Increasing participation in child nutrition programs, such as school breakfast, correlates to increases in milk and dairy sales. Through 40 target districts, within the ADADC total region (NY, NJ and Northern PA), an additional 188,949 students received school breakfasts as a result of the school team’s direct interaction, which equates to

approximately 141,712 additional half pints of milk. ADADC's yogurt program increased yogurt sales by 156% across 30 targeted school districts by adding yogurt smoothies and parfaits, and by purchasing more individual yogurt cups. The cheese program increased sales by 88% across 30 participating school districts.

*Dairy Management Inc (DMI) Fuel Up to Play 60* (FUTP 60) is the dairy checkoff partnership with the National Football League to promote healthy eating and healthy foods, including milk, cheese and yogurt, to protect the future market for milk and dairy. This DMI school program is active in more than 73,000 public schools under the USDA Child Nutrition Programs umbrella. Approximately 4,200 schools were enrolled in the program in New York State in 2019. FUTP 60 helps ADADC gain access to schools and school decision-makers to implement strategies that optimize dairy sales in schools.

*Healthy School Environment* – this program forges partnerships with influential child nutrition and other key stakeholder organizations, like the New York State School Nutrition Association, Share Our Strength and New York City Coalition Against Hunger. This includes exhibiting at seven key school nutrition conferences and facilitating seven state breakfast coalitions to gain grassroots support for ADADC's school programs.

#### **Retail Marketing (\$2,329,323)**

ADADC's retail marketing strategy maximizes the consumer's time and experience in the dairy aisle, leading to increased dairy purchases. In 2019, ADADC outfitted five New York State grocery stores with "cow to cup" signage to better connect shoppers with local dairy farm families; participated in 12 grocery store remodels and helped increase in-store dairy case space by 26 feet at Key Foods in Jamaica, NY (19% sales increase), 20 feet at the Saratoga Springs Price Chopper, and 923 feet at 11 local ShopRite retailers. ADADC also worked with King Kullen to implement a Healthy Snacking section, which saw an increase of 14.2% in cheese sales. Retail marketing strategies include:

*Dairy Aisle Reinvention* (DAR) helps retailers identify roadblocks hampering customer access to products and implement solutions. With many retailers installing energy efficient dairy doors and ADADC's enhanced dairy sign package, DAR slows down the customer's journey in the dairy aisle, giving them increased time to make additional purchasing decisions. This was accomplished through a variety of techniques, including:

- Connecting consumers to local farmers through visuals, such as on-farm photos, at 150 retailers,
- Calling out specific dairy placements in the dairy aisle at 180 stores,
- Installing 372 yogurt dividers to encourage proper product rotation, which has been shown to increase sales by an average of 13%, and
- Fitting dairy aisles with 51 "cheese pushers" at New York retail grocery stores, so that the spring-loaded system will move the product forward, increasing sales by 14.2%.

*Dairy Aisle Performance Program* (DAPP) merchandisers conducted audits during more than 3,300 store visits to ensure that dairy products were in stock and rotated properly,

and that the dairy case is maintained at optimal temperatures, clean, and merchandised properly to maximize sales opportunities.

*New Business Development* – strengthened ADADC’s relationship with New York’s fluid milk processors and dairy manufacturers by working to secure new channels of distribution. One emerging channel of distribution for incremental sales was the Food Bank Network throughout the N.Y. region. In 2019, ADADC worked with the Regional Food Bank of Northeastern New York, Feeding Westchester, Food Bank of Western NY and Foodbank of the Southern Tier to place 51 coolers, thus enabling them to purchase and distribute milk to their clients. In addition, Price Chopper partnered with ADADC’s Fill A Glass With Hope® program to generate \$32,000 in customer donations—equivalent of 6,425 gallons for local food banks.

*National Dairy Checkoff Partnership* – ADADC’s relationship with Dairy Management Inc. (DMI) positioned dairy farmers to influence the marketing strategies of very productive and extremely visible food service accounts including McDonalds, Dominos, Taco Bell, Pizza Hut and others.

*Consumer Trust* – ADADC enhanced its marketing plan to react to an evolving consumer marketplace. As consumers expand their purchase locations, ADADC increased its direct to consumer messaging through a variety of direct and indirect communication methods. National survey results<sup>3</sup> indicate that trust ranks within the top four considerations when consumers make purchases. Through its partnership with ADADC, DMI was able to measure an 8% lift in “intent to purchase” during the height of 2019 June Dairy Month activities, showing that targeted, relevant communications can move consumers from passion to purchase.

### **Integrated Marketing Communications (IMC) (\$1,784,079)**

In 2019, ADADC’s consumer marketing programs were designed to grow preferences for dairy products among the largest, most receptive, and (or) most influential consumer segments in the ADADC region. ADADC promotes dairy farmers in a positive way, demonstrating dairy is responsibly produced, locally sourced and nutrient-rich. Through ADADC’s staff of Registered Dietitians, it also served as a nutritional reference point for key influencers, third-party endorsements, health professional advocates, and strategic partnerships.

*Traditional Media* - Targeted consumer messages bolstered the image of dairy farmers and dairy foods through a 73% increase in New York story placements (1,392), reaching 208,094,724 media impressions in newspapers, radio and television news outlets. In addition, NYS Fair publicity increased 171%, garnering more than 169 million media impressions.

*Website and Social Media* – In 2019, ADADC strived to inspire dairy sales and increase virtual consumer engagement through its website, social media postings, and social advertising. Using ADADC’s two websites as its content hub—including a new dairy

recipe-centric site—web traffic increased 63% (609,689), social media impressions increased 69% (27,489,374), and consumer engagement increased 107% (717,474). ADADC's recipe website also contains an e-commerce tracking system.

*Sports Marketing* – ADADC's sports marketing team engaged high school athletes to increase chocolate milk consumption through partnerships with the New York State Public High School Athletic Association and the Public Schools Athletic League. In 2019, the organization's *Refuel with Chocolate Milk* program sponsored 44 high school championships, supported three college/university athletic programs to reach 111,228 spectators; 20,585 athletes; and distributed more than 21,000 chocolate milk samples. Another 9,700 athletes were reached through sponsorships of the Wineglass and Rochester Marathons, along with the National Double Dutch Championship held annually in New York City.

*Nutrition Influencer Outreach* – In 2019, ADADC worked with 156 New York-based retail dietitians to enhance dairy's taste and nutrition preferences of nearly 4.7 million consumers through grocery circulars, retail websites, e-blasts and social media placements. ADADC Registered Dietitians also secured support from the region's top 10 health professional partners, such as the New York State Academy of Nutrition and Dietetics for in-school breakfast and flavored milk initiatives. In addition, ADADC maintains a Speakers Bureau, including registered, retail and sports dietitians that advocate for dairy as it relates to child and sports nutrition, and food insecurity.

*Experiential Marketing* – In 2019, ADADC held 45 immersive, live, and memorable, experiential campaigns to help deliver dairy messages to consumers. The organization's "live marketing" strategy encouraged consumers to participate and activate their friends to share content and their experiences.

#### **Industry Relations (IR) (\$913,041)**

In 2019, ADADC attended 47 dairy industry meetings and disseminated 18 communications updates to New York dairy farmers announcing how their checkoff dollars were being used. The IR team conducted training and support for dairy farmers, dairy princesses, and other dairy advocates to tell the dairy story and worked to strengthen the image of dairy farmers with consumers by having a farmer presence at events and with the media.

*Consumer Confidence* - With heightened consumer interest in "where food comes from," the IR team empowers, trains and supports dairy farmers and advocates to be effective spokespersons through various training workshops and media appearances. In 2019, ADADC generated 85 positive dairy farmer stories for television, radio, and newspaper and provided farmer spokespersons for 45 dairy farmer story blogs on ADADC's website. In addition, more than 256 farmers were trained through *Driving Dairy Discussions* to help them prepare positive and effective conversations with consumers about the dairy industry. As part of the ADADC Famer Speakers Bureau, 12 New York farmers conducted 34 presentations and reached 958 consumers.

*Crisis Readiness* – ADADC’s Core Crisis Team monitored 59 potential issues including product recalls, on-farm situations and activist activity, identifying action steps and potential escalation points for each occurrence. The Core Crisis Team continually monitors and assesses dairy news for an impactful crisis plan and responds to all issues in a timely fashion to minimize impact.

*Social Media Outreach* - DairyFAN (Dairy Food Advocacy Network) is a social media advocacy program that has helped 45 New York farmers share farm life and dairy product stories with consumers, generating more than 2 million impressions on Facebook, Instagram and Twitter.

*Dairy Farm Tours* - ADADC hosted four Virtual Farm Tours for 23,000 students and supported 54 grassroots consumer farm tours to broaden the consumer reach of dairy farmers and county dairy promotion groups.

*Environmental Outreach* – ADADC facilitated tours of dairy farms for three environmental organizations / higher education institutions. Fourteen SUNY ESF students visited Barbland Dairy in Fabius, NY and Dennis Dairy in Pompey, NY. Once completed, 83% of tour participants who completed surveys indicated that their opinion of dairy farming improved as a result of the tour. In addition, ADADC developed two new partnerships in New York (U.S. EPA Region 2 and Aquatic Education Network) while expanding New York partnerships with the Owasco Watershed Lake Association and the Genesee River Watch.

*Dairy Education* – ADADC helped develop educational materials about farm environmental practices related to water use through Young Minds Inspired to create a free educational outreach program for teachers. The program materials were distributed to elementary through high school teachers in 59,465 classrooms throughout New York and New Jersey.

*Dairy Princesses* – 94% of dairy princesses in New York reached the incentive requirements for the program, including at least 10 school promotions per princess. 67% participated with FUTP 60 and assisted 10 schools in reaching “touchdown” status, which means they completed the six required steps, including healthy eating and physical activities.

**National Program Contribution (\$3,521,907)**

Dairy Management Incorporated (DMI) is the unifying national checkoff organization that supports the collective state and regional efforts, and drives trust and sales in dairy through national programs and partnerships. This consists of contracted services of \$3,196,975 and administration costs of \$324,932.

**US DAIRY EXPORT COUNCIL**

<https://www.usdec.org/>, (\$100,000)

The U.S. Dairy Export Council (USDEC) is a non-profit, independent membership organization that represents the global trade interests of U.S. dairy producers, proprietary processors and cooperatives, ingredient suppliers and export traders. USDEC's mission is to enhance demand for U.S. dairy products and ingredients by securing access to new markets and assisting suppliers to meet local market needs.

### **NEW ENGLAND DAIRY PROMOTION BOARD (NEDPB)**

<https://www.mustbethemilk.com/> (\$1,874,308)

This organization promotes consumption of milk in New England, where New York produced milk is marketed.

#### **New England Dairy and Food Council (\$634,614)**

NEDPB operated programs related to youth wellness. The goal of these projects is to protect and grow demand for dairy in schools, advance the health and wellness of America's youth while establishing lifelong dairy consumers, and cement dairy's leadership in the child health and wellness arena.

#### **Integrated Communications (\$200,531)**

NEDPB operated integrated communication programs, included the creation of an annual report, funding of volunteer producer-led groups, and distribution of communication materials to producers in our region at various meetings.

#### **Fuel Up to Play 60 (FUTP60) (\$59,034)**

In 2019, NEDPB promoted nutrition through the FUTP60 program. This is a comprehensive child nutrition and fitness initiative, operated in partnership with the National Football League and National Dairy Council.

#### **Nutrition (\$36,896)**

NEDPB also operated nutrition marketing and public affairs programs on behalf of dairy farmers to build dairy advocates.

#### **National Program Contribution (\$476,411)**

Dairy Management Incorporated (DMI) is the unifying national checkoff organization that supports the collective state and regional efforts, and drives trust and sales in dairy through national programs and partnerships.

#### **Program and Operational Expenses (\$466,822)**

In order to achieve NEDPB's various goals, expenses such as staff salaries, equipment and supplies, and travel is required.

### **MILK FOR HEALTH ON THE NIAGARA FRONTIER (MFH)**

[www.milkforhealth.org](http://www.milkforhealth.org) (\$462,655)

In 2019, MFH maintained marketing efforts, including production and airing of television and radio ads as well as education and outreach at schools and county fairs. MFH also launched

its new website and social media pages, and has concentrated its efforts on reaching the masses via the web and participating in many grass roots events where they can influence the customer face to face.

## **NEW YORK ANIMAL AGRICULTURE COALITION**

<https://www.nyanimalag.org/> (\$70,000)

The New York Animal Agriculture Coalition (NYAAC) is a farmer founded and funded organization whose mission is to enhance the public's understanding of and appreciation for animal agriculture by fostering a dialogue with consumers, engagement with farmers, and cooperation among members of the industry. Programs funded through the DPO are:

### **All-Star Advocates (\$44,000)**

The goal of the All-Star Advocates experience was to allow dairy advocates to enhance current local advocacy projects or develop new programs that help share the positive message of dairy farming across New York. There were 12 dairy advocates that participated in this program.

### **Dairy Dialogues (\$26,000)**

Dairy Dialogues was a program that provided local communities and college campuses the chance to invite community members together to have dialogue about the dairy industry. Each event included the showing of a dairy documentary, dairy products and a few local farmers sharing their story with attendees. NYAAC partnered with several organizations in a variety of locations from Broome County to Clinton County and hosted more than ten events throughout New York.

## **CORNELL UNIVERSITY RESEARCH PROJECTS (January - December 2019)**

[www.foodscience.cals.cornell.edu/research](http://www.foodscience.cals.cornell.edu/research) (\$1,553,081 in total, individual project amounts listed below.)

### **Milk Quality Improvement Program (MQIP) (\$439,043)**

The Milk Quality Improvement Program (MQIP) provides comprehensive support to the New York State dairy industry across the farm to processing continuum. In 2019, the New York State Dairy Promotion Order Board funded the core MQIP program (called the "Dairy Product Quality and Safety Program") and three supplemental research projects. In 2019, MQIP personnel leveraged funds to amplify dairy farmer investments by securing more than \$1 million for dairy related research and training in New York through (i) a fee-based dairy food extension program (program income: \$413,183), (ii) fee-based product development projects (program income: \$56,286), and (iii) additional research funding totaling \$560,000.

Specific 2019 achievements by the MQIP program include completion of 46 dairy workshops with 986 attendees, a 30% increase over 2018. These workshops provided 16,436 contact hours of training to the dairy industry on topics such as workforce

development. The team also conducted more than 90 dairy plant visits across NY, providing key assistance to prevent food safety and quality issues that could damage the reputation of the NY dairy industry. Many of these visits targeted small processors that may be at an increased risk of causing foodborne disease outbreaks or needing to recall products. Preventing foodborne disease outbreaks linked to any dairy product, including those produced in small facilities, is essential as any food safety incident linked to dairy can negatively impact the overall dairy industry in NY, which could lead to (temporary) losses of export markets as well as reduced domestic purchases of dairy products. Recently, the MQIP has been nationally recognized for mobilizing and leading rapid programming to support the NY dairy industry in addressing COVID-19, helping to prevent dairy plant shut-downs due to COVID-19 (as occurred in other states) as well as negative publicity that could have affected export markets. MQIP students and staff gave 26 presentations and published five peer reviewed research articles in 2019. The program performed more than 4,800 microbiological and 675 sensory tests on 362 pasteurized fluid milk samples, providing critical data to further improve the quality and safety of fluid milk in NYS.

In 2019, five new fluid milk processors joined the program, reflecting the increasing number of fluid milk processors in NY. Team members provided extension support to these new processors to help them achieve better products. MQIP also provided product development and other support for a number of dairy processors, including Old Chatham Creamery, which created their award-winning cheese, Stockinghall. Notably, this cheese won the American Cheese Society's prestigious Best in Show award, the first time a New York State cheese has won this award in the competition's 36-year history. Importantly, these types of achievements not only facilitate expansion of NY dairy processing, but also position NY as a dairy state that produces high quality dairy products from high quality raw milk, supporting growth and expansion of the NY dairy industry and consequently increased utilization of NY raw milk and dairy ingredients.

### **MQIP Supplemental Projects (\$278,446)**

Additional research conducted by the MQIP team includes the following supplemental projects.

- Control of *Clostridium tyrobutyricum*, a remerging concern in hard cheese production (\$101,674)  
Developed DNA finger printing methods for *Clostridium tyrobutyricum*, which is not uncommon in raw milk. The knowledge generated will allow dairy farmers and processors to reduce *Clostridium* contamination of raw milk and dairy powders, which will enhance the value of NY-based dairy ingredients.
- Identifying risk factors for post-processing contamination in school milk across NY State (\$144,421)  
In coordination with the NYS School Milk Task Force, MQIP research was conducted to study the quality of school milk and compare it to milk sold through retail channels. To date, the key achievement of this project has been to identify the causes of post-processing contamination in school milk. Best practice procedures to be developed by the MQIP will lead to better school milk quality,

ensuring that school-aged consumers are more attracted to milk and continue to drink milk throughout their lives.

- Development and deployment of a rapid response team that responds to on-farm milk quality issues that affect processing or finished product quality (\$32,351)  
The goal of this project was to provide rapid assistance to: i) resolve finished product quality and safety concerns that may lead to negative perceptions of the NY dairy industry; and ii) assist with quality and safety issues in finished product that may be related to farm level factors. This project is important to prevent issues that may result in consumer dissatisfaction or loss of confidence in the NY dairy industry, ultimately negatively impacting NY dairy sales.

### **NORTH EAST DAIRY FOOD RESEARCH CENTER (NEDFRC) RESEARCH PROJECTS (\$835,592)**

The NEDFRC was formed to conduct fluid milk and dairy ingredient research, provide applications and technical support for the improvements in milk powder quality, and help establish the next generation of dairy ingredients. The Northeast Dairy Foods Research Center also provides new learning opportunities for the industry with short-course training in dairy food safety and Hazard Analysis and Critical Control Points (HACCP) and dairy processing, including artisan dairy production, with certificate programs in fluid milk processing, cheese making, and yogurt production.

- Conversion of lactose to Galactooligosaccharides (GOS) (\$87,577) Converts lactose to prebiotics and adds value to whey and permeate by-products.
- Novel Diagnostics for Dairy (\$63,648) Elasto-sense measurement of texture evaluating the elasto-sense as an indicator of incoming milk quality and product shelf life for cheese and fermented dairy producers.
- Upcycling of acid whey (\$63,089) Upcycling dairy byproducts into a new category of value-added consumer beverage.
- Transfer of technology for the NEDFRC (\$50,548) This project provided technical support to companies implementing ultrafiltration and microfiltration processes to produce milk-based dairy ingredients. The project also implemented a data management method for evaluation of cheese manufacturing performance in two New York State cheese factories and others are interested.
- Functionalization of whey protein by high-pressure extrusion (\$99,940) This project was designed to produce whey proteins in alternative forms that can be utilized as ingredients in other products.
- Sources of autoxidized off flavor in milk (\$99,738) This project determined the difference in sensory levels of auto oxidation in the milks produced with different

feeding treatments and determined the chemical characteristics of the oxidation product as they relate to sensory impact.

- Nutritious spreads and fillings using dairy ingredients (\$78,566) This project is designed to create new spreads and fillings using dairy proteins and fats to replace less nutritious products in the marketplace.
- Vacuum microwave drying of nonthermally concentrated milk and protein concentrates (\$101,210) This project is designed to identify methods to create dry or concentrated dairy ingredients using non-thermal methods including vacuum and microwave techniques.
- Use of lactose oxidase to improve the shelf life of UHT milk (\$72,314). This project is designed to explore the ability of lactose oxidase to reduce certain spoilage organisms and improve the shelf life of milk.
- Development of a rapid method to determine the quality of raw milk protein and fat quality (\$118,962) This project is designed to identify methods to determine the quality proteins and fats in raw milk to assist processors in identifying factors that would increase the quality and yield of finished product processing.

## **Dairy Promotion Advisory Board Members 2019**

Larry Bailey, Fort Ann, New York (DFA Seat)

Barbara Hanselman, Bloomville, New York (At-large Seat)

Julie Patterson, Auburn, New York (New York Farm Bureau Seat)

Jason Kehl, Strykersville, New York (Niagara Frontier Cooperative Bargaining Agency Seat)

LouAnne King, Waddington, New York (At-large Seat)

John Mueller, Clifton Springs, New York (Rochester Cooperative Milk Producers' Bargaining Agency Inc. Seat)

Kim Nelson, West Winfield, New York (At-large Seat)

Christopher Noble, Leroy, New York (At-large Seat)

Mike Nolan, Cambridge, New York (Agri Mark Inc. Seat)

Carroll Wade, Jasper, New York (NYS Grange Seat)

## **Dairy Promotion Advisory Board Member Meetings Held in 2019:**

<b>Date</b>	<b>Location</b>
January 4	Video Conference
February 4	Albany, New York
April 23	Albany, New York
June 11-12	Batavia, New York
July 25	Video Conference
September 16-17	Albany, New York

Note: Dairy Promotion Order Advisory Board meetings are open to the public