Approved Minutes from the Sixteenth Meeting of the
Seventeenth New York State Dairy Promotion Order Advisory Board
Held in Syracuse, NY
Monday, July 25, 2022, 7:45 am – 5:30 pm

Attendees

Board Members Present: Quorum established.
Chair L. Bailey, Vice Chair J. Patterson, J. Kehl, K. Nelson, D. Handy, S. Marshman, A.
Lamb, C. Moore, J. Whittaker, D. Harwood

New York State Department of Agriculture and Markets Staff Present:
Commissioner Ball (virtually), Deputy Commissioner Trodden (virtually), C. McCue, H.
Torino, J. Kraft

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: 2022 Mid-Year Status Update

1. Opening Remarks:

Chair L. Bailey welcomed all.

Commissioner Ball thanked everyone for all the work they do and talked about
the work he’s doing in regard to dairy exports and the Farm Bill listening
sessions. He mentioned that New York will be hosting the NASDA annual
meeting in Saratoga Springs this September.

Chair L. Bailey asked Commissioner Ball for a status update on farm labor
overtime. Commissioner Ball stated that the Governor hasn’t signed anything,
and nothing has changed yet.

Deputy Commissioner Trodden stated she was looking forward to the
discussions today. She encouraged the Board to submit commentary on the
Farm Bill and mentioned getting the Board a link to submit comments if they wish
as their thoughts are appreciated.

2. Roll Call:

Chair L. Bailey conducted roll call and established quorum.

3. Approval of Past Minutes:
H. Torino provided the June 14, 2022 meeting minutes to the board prior to today’s meeting.

Resolution: A motion was entered to approve the June 14, 2022 meeting minutes and was seconded. The motion passed unanimously.

4. **Presentation of 2022 Promotion & Research Updates:**


   b. Ag in the Classroom presented their 2022 update. See materials attached.

   c. Milk for Health (MFH) presented their 2022 update. See materials attached.

   d. Jeb & Co. presented their 2022 update. See materials attached.

   e. Venture Fuels presented their 2022 update. See materials attached.


   g. Dairy Management Inc. (DMI) presented their 2022 update. See materials attached.

   h. American Dairy Association and Dairy Council (ADADC) presented their 2022 update.

   i. Milk Quality Improvement Program (MQIP) presented their 2022 update. See materials attached.

   j. Northeast Dairy Foods Research Center (NEDFRC) presented their 2022 update. See materials attached.

5. **CAT Language Discussion**

   The Board discussed amending language in the Contract Assessment Tool (CAT) spreadsheet to include the following. “For each project or project goal, identify a call to action and quantify ($$) the increase in dairy product sales as a result of the DPO investment. If a monetary assessment is not applicable or
quantifiable, or a call-to-action cannot be noted, defend the DPO investment by describing the value of the investment to the dairy industry.”

6. **Public Comment Opportunity:**

Sam Alcaine inquired when the Request for Applications (RFAs) would go out. The response was that it already when out and RFAs are due by August 25th. The meeting where the application presentations will take place will be held on September 13-14 with location TBD (possibly to be held at Cornell).

H. Torino mentioned the need for the Board to assess presentation time allotments for research applications and contracts. Since they are more technical in nature, more time might be needed to allow for an appropriate understanding. Chair L. Bailey asked the Board to think about ideas, and then the Board will work to determine a solution in the near future.

After a brief discussion, C. McCue recapped that AGM, as administrators of the DPO, will work to ensure that the Board receives copies of the contractor Quarter 2 CATs in advance of the Mid-Year meeting per their request.

7. **Closing Remarks:**

Chair L. Bailey thanked everyone for their time today, for the good discussion, and wished them safe travels home.

8. **Meeting adjourned:** Meeting adjourned at 5:34 pm.

Respectfully submitted,
Heather Torino

**Attachments:**
- NYAAC materials
- Ag in the Classroom materials
- MFH materials
- Jeb & Co. materials
- Venture Fuels materials
- NEDPB materials
- DMI materials
- ADADC materials
- MQIP materials
- NEDFRC materials.