

DRAFT Minutes from the Third Meeting of the  
Eighteenth New York State Dairy Promotion Order Advisory Board  
Held in Albany, NY

Tuesday, September 12, 2023, 7:00 am – 7:30 pm & Wednesday, September 13, 2023  
7:00am – 6:00pm

Attendees

Board Members Present: Quorum established.

Chair L. Bailey, Vice Chair J. Patterson, J. Kehl, K. Nelson, J. Whittaker, D. Handy, A. Lamb, C. Moore, S. Head, R. Wolf

New York State Department of Agriculture and Markets Staff Present:

H. Torino, C. Gravelle, A. Giuliano

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: 2024 Funding Request Presentations and Allocation Meeting

**TUESDAY, SEPTEMBER 12**

**1. Opening Remarks:**

Chair L. Bailey welcomed all and thanked AGM staff for preparing the materials for the meeting.

**2. Roll Call:**

Chair L. Bailey conducted roll call and established quorum.

**3. Approval of Past Minutes:**

H. Torino provided the August 1, 2023 meeting minutes to the board for review prior to today's meeting.

Resolution: A motion was entered to approve the August 1, 2023 meeting minutes and was seconded. The motion passed unanimously.

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**4. Presentation of Promotion & Research Requests for 2024 Funding:**

- a. Wahl Media presented their request for 2024 funding. See materials attached.
- b. The Strong Inside presented their request for 2024 funding. See materials attached.
- c. VentureFuel presented their request for 2024 funding. See materials attached.
- d. Burt Media Group (BMG) presented their request for 2024 funding. See materials attached.
- e. Dairy Innovation Product Spotlight presented their request for 2024 funding. See materials attached.
- f. Dairy Product Runway presented their request for 2024 funding. See materials attached.
- g. New York Agriculture in the Classroom (NYAITC) presented their request for 2024 funding. See materials attached.
- h. Milk for Health (MFH) presented their request for 2024 funding. See materials attached.
- i. New York Animal Agriculture Coalition (NYAAC) presented their request for 2024 funding. See materials attached.
- j. New England Dairy Promotion Board (NEDPB) presented their request for 2024 funding. See materials attached.
- k. American Dairy Association North East (ADANE) presented their request for 2024 funding. See materials attached.
- l. Dairy Marketing Inc. (DMI) presented their request for 2024 funding. See materials attached.

**5. Meeting Recess:**

Day one of the meeting concluded at 7:25pm.

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**WEDNESDAY, SEPTEMBER 13**

**1. Opening Remarks:**

Chair L. Bailey welcomed everyone back.

**2. Roll Call:**

Chair L. Bailey conducted roll call and established quorum.

**3. Continuation of Presentation of Promotion & Research Requests for 2024 Funding:**

- a. Corning Place Communications (CPC) presented their request for 2024 funding. See materials attached.
  - b. NY Center for Ag Medicine & Health (NYCAMH) presented their request for 2024 funding. See materials attached.
  - c. Aimpoint Research presented their request for 2024 funding. See materials attached.
  - d. Milk Quality Improvement Program (MQIP) presented their request for 2024 funding. See materials attached.
  - e. Northeast Dairy Foods Research Center (NDFRC) presented their request for 2024 funding. See materials attached.
- 4. Board Discussion & Vote on 2024 Applications:**

The Board received printed copies of all 2024 applications which they reviewed during lunch. The Board ranked and discussed all promotion and research proposals presented before them and voted on the final recommendations for funding. Funding recommendations for 2024, totaling \$16,999,580, were voted on and unanimously approved. Funding recommendations were as follows:

**Dairy Promotion:**

- |  |              |
|--|--------------|
| • American Dairy Association North East: | \$10,500,000 |
| • New England Dairy Promotion Board:     | \$ 1,650,000 |
| • New York Agriculture in the Classroom: | \$ 754,020   |
| • New York Animal Agriculture Coalition: | \$ 800,000   |

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• Milk for Health:	\$ 660,000
• Dairy Product Runway:	\$ 225,000
• Corning Place Communications:	\$ 200,000
• Burt Media Group:	\$ 200,000
• Wahl Media:	<u>\$ 144,000</u>
<b>Total Promotion</b>	<b>\$15,133,020</b>

**Dairy Research:**

• Cornell University (MQIP & NDFRC)	\$ 1,716,560
• Aimpoint Research:	<u>\$ 150,000</u>
<b>Total Research</b>	<b>\$ 1,866,580</b>

**Total Promotion and Research: \$16,999,580**

**5. Public Comment Opportunity:**

Chair Larry Bailey apologized for issue of the Board not having the full applications to review in advance of the meeting and that moving forward we will make it happen in a better way.

Katie Carpenter (NYAITC) thanked the Board for investing in education.

Michael DeAngelis (NEDPB) thanked the Board for good questions and conversation, and they are looking forward to collaborating with partners in the new year.

Dr. Carmen Moraru (NDFRC) thanked the Board on behalf of the Cornell researchers.

John Chrisman (ADANE) thanked the Board and that he appreciates the Board's attention to detail in making tough decisions in a limited amount of time.

Chyresse Wells (CPC) thanked the Board and reiterated appreciation for the tough decisions they need to make in a short amount of time and said that she looks forward to working with industry partners to put these proposals into play.

Eileen Jensen (NYAAC) thanked the Board for the feedback and questions and stated she appreciated the fair and honest discussion.

Jacob (BMG) thanked the Board for the feedback and conversation, and he looks forward to executing again next year.

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Amanda (Dairy Product Runway) thanked the Board and apologized for interrupting during the Board's discussions.

Jenn Smith (Dairy Product Runway) stated that they are excited to work on Dairy Product Runway with the Board for another year.

**6. Closing Remarks:**

Chair Larry Bailey stating that after 23 hours and 17 million dollars he hopes that the Board has done the best they can do for the 3,200 dairy farmers in NY. He thanked Heather and Christin for setting up the meeting.

Heather Torino (AGM) said that she would be preparing the report for the Commissioner with the Board's recommended funding the next day to get it approved and signed as quickly as possible. Once approved Christin will reach out to each group being funded to get the contracts prepared as they need to be sent to Empire State Development (ESD) by early-mid October in order to ensure the contracts are approved on time for ESD's November board meeting.

Chair Larry Bailey said that Heather and Alicia will communicate regarding setting up their Fall educational meeting and tour with a potential presentation by Paul from DMI or using the time with Aimpoint Research to discuss the focus of their project. He closed telling everyone to have safe travels home.

**7. Meeting adjourned:**

Meeting adjourned at 5:42 pm.

Respectfully submitted,  
Heather Torino

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Attachments:

Wahl Media materials

The Strong Inside materials

VentureFuel materials

BMG materials

Dairy Innovation Product Spotlight materials

Dairy Product Runway materials

MFH materials

NYAAC materials

NEDPB materials

ADANE materials

DMI materials

CPC materials

NYCAMH materials

Aimpoint Research materials

MQIP materials

NDFRC materials

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