



Milk Marketing Advisory Council Meeting Minutes

Held at 10B Airline Drive in Albany and via WebEx
Tuesday, December 19, 2023, 11:00 a.m. – 3:00 p.m.

Members Attending: Chair C. Wolf, M. Barnes, J. Davenport, M. Finberg, D. Fisher, C. Laughton

Others attending: L. Bailey, A. Jones-Brimmer, J. Suarez, M. Wiedmann

New York State Department of Agriculture and Markets Staff Present: Commissioner Ball, Deputy Commissioner J. Trodden, C. McCue, A. Giuliano, C. Gravelle

Members attending via Webex: Past Chair A. Novakovic, C. de Ronde, E. Gallagher, J. Krzysiak Smith, E. Schoen, D. Shelmidine

Others attending via Webex: K. Cartier, V. Giarratano, S. Kemnah, G. Lazara, N. Martin, A. Walsh, A. Wormuth

Disclaimer: This was a public meeting and procedure followed all rules set forth in Open Meetings Law. The meeting was 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/milk-marketing-advisory-council>.

1. Opening Remarks:

Commissioner Ball, Deputy Commissioner Trodden, and past Chair A. Novakovic provided opening remarks.

Commissioner Ball addressed several topics including the recent U.S.-Mexico-Canada Agreement (USMCA) dispute panel ruling allowing Canadian restrictions on U.S. dairy farmers' market access to continue despite its obligations under USMCA. Commissioner Ball and Department staff will attend the National Association of State Departments of Agriculture Winter Policy Conference in Washington, D.C. in February 2024 where the USMCA ruling and other important federal dairy and agriculture issues will be discussed.

Deputy Commissioner Trodden addressed several topics including the fall 2023 meeting of the Dairy Think Tank during which members focused on the next priority pillar of the group: marketing and branding. Deputy Commissioner Trodden called on the MMAC members to participate in two subgroups that will be formed in early 2024 to identify short-term and long-term action items and

devise uniform messaging to promote and market dairy in New York State. In addition, Deputy Commissioner Trodden informed members that the Department will create a white paper on school milk in 2024, following up on the discussions of the School Milk Task Force considering recent paperboard packing events and updates related to school milk on a national level.

2. **Presentation 1**: Dairy Outlook – presenters: Chris A. Wolf (Cornell University), Catherine de Ronde (AgriMark) and Ed Gallagher (DFA). *Please see the PowerPoint presentations on the MMAC website, which is referenced in the Disclaimer section above.*
3. **Presentation 2**: Northeast Dairy Foods Research Center – presenter: Sam Alcaine (Cornell University). *Please see the PowerPoint presentation on the MMAC website, which is referenced in the Disclaimer section above.*
4. **Lunch Break**: The meeting temporarily paused for a lunch break.
5. **Presentation 3**: Dairy Promotion Order Update – presenter: Larry Bailey (chair of the New York Dairy Promotion Advisory Board) *Please see the PowerPoint presentation on the MMAC website, which is referenced in the Disclaimer section above.*

6. Federal and State Policy Open Discussion:

Council members participated in an open discussion on federal and state policy topics related to the dairy industry, including the National Federal Milk Marketing Order Pricing Formula Hearing, the Farm Bill, the uncertainty of continued funding past mid-January 2024 for the Special Supplemental Nutrition Program for Women, Infants and Children, Nourish NY, concerns regarding high interest rates and its impact on farmers' decisions to expand or invest in their operations, the upcoming Farm Employer Overtime Credit, and workforce concerns. Members also discussed current Congressional bills related to dairy, including the Whole Milk for Healthy Kids Act of 2023 (H.R.1147), the Dairy Nutrition Incentive Program Act of 2023 (H.R.5099) and the Farm Workforce Modernization Act of 2023 (H.R.4319).

7. Public Comment Opportunity:

No public comments were provided.

8. Closing Remarks:

Commissioner Ball provided closing remarks by thanking past Chair A. Novakovic for his many years of service on the Council since 1980. Commissioner Ball announced that Dr. Chris Wolf has agreed to serve as Chair of the Council.

9. Meeting adjourned:

Commissioner Ball ended by thanking everyone for the great discussion and adjourned the meeting at 3:10 p.m.

Attachments:

1. Dairy Outlook (two presentations) – Chris A. Wolf (Cornell University), Catherine de Ronde (AgriMark)
2. Northeast Dairy Foods Research Center – Sam Alcaine (Cornell University)
3. Dairy Promotion Order Update – Larry Bailey (chair of the New York Dairy Promotion Advisory Board)