



# Agriculture and Markets

## DAIRY PROMOTION ORDER ADVISORY BOARD

### MEETING AGENDA

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**Topic:** 2023 Year-End Status Update

**Date:** Tuesday, February 27<sup>th</sup>, 2024 & Wednesday, February 28<sup>th</sup>, 2024

**Time:** 12:00PM – 6:15PM (Tuesday – Day 1) & 8:00AM – 12:30PM (Wednesday – Day 2)

**Location:** Dairy Farmers of America, 5001 Brittonfield Parkway, East Syracuse, NY 13057

**WebEx Option:**

To connect online for day 1:

<https://meetny.webex.com/meetny/j.php?MTID=mca1dde34ff88e2eb7c23b659f762e6d9>

To connect online for day 2:

<https://meetny.webex.com/meetny/j.php?MTID=m031432db8a70792d2b65631b542cdfc1>

To connect by phone:

Number: +1-518-549-0500

Access code for day 1: 1697 02 9200

Access code for day 2: 1613 60 5565

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#### **Day 1: February 27, 2024**

- I. **Welcome/Roll Call/Establish Quorum (12:00)** Bailey/Commissioner
- II. **Approval of Past Minutes (12:10)** Bailey
- III. **Promotion & Research Updates**
  - Milk for Health (12:15 – 1:00)
- IV. **How NY Dairy Farmer Money is Utilized to Make a Difference**
  - Dairy Management Inc. (1:00 – 1:30) O'Brien
- V. **Promotion & Research Updates Continued**
  - Northeast Dairy Foods Research Center (1:30 – 2:45)

#### **Break (2:45 – 3:10)**

- Dairy Management Inc. (3:10 – 3:50)
- New England Dairy Promotion Board (3:50 – 4:40)
- American Dairy Association North East (4:40 – 6:15)

#### **Adjourn Day 1 (6:15)**



# Agriculture and Markets

## Day 2: February 28, 2024

**VI. Welcome/Roll Call/Establish Quorum (8:00)** Bailey

**VII. Promotion & Research Updates Continued**

- Milk Quality Improvement Program (8:05 – 8:50)
- New York Agriculture in the Classroom (8:50 – 9:35)
- New York Animal Agriculture Coalition (9:35 – 10:20)

**Break (10:20 – 10:45)**

- Burt Media Group (10:45 – 11:30)
- NY Dairy Product Runway (11:30 – 12:15)

**VIII. Public Comment (12:15 – 12:30)**

**IX. Closing Remarks (12:30)** Bailey

**Disclaimer:**

This is a public meeting and procedure will follow all rules set forth in Open Meetings Law. This meeting will abide by the agenda. The last 15 minutes will be open to the floor for public comment. This meeting will be recorded and posted on the New York State Department of Agriculture and Markets website, along with meeting minutes and additional materials resented. Use the following link to access the webpage: <https://agriculture.ny.gov/dairy/dairy-promotion-order>.

Organizations are allotted time to present based on the amount of funding received\*. The following is how the time is allotted:

- Up to \$100,000 = 25 minutes for presentation and Q&A
- Greater than \$100,000 but less than \$1,000,000 = 45 minutes for presentation and Q&A
- Greater than \$1,000,000 but less than \$5,000,000 = 1 hour 5 minutes for presentation and Q&A
- Greater than \$5,000,000, = 2-hour presentation and Q&A

\*At their discretion, the Board may allot more time, as needed, for research projects to ensure they have enough time to understand any technical/scientific aspects of the projects.