

Approved Minutes from the Fourth Meeting of the
Eighteenth New York State Dairy Promotion Order Advisory Board
Held in East Syracuse, NY
Tuesday, February 27, 2024 12:00pm – 6:35pm
Wednesday, February 28, 2024 8:00am – 12:30pm

Attendees

Board Members Present: Quorum established.

Chair L. Bailey, Vice Chair J. Patterson, K. Nelson, J. Whittaker, D. Handy, A. Lamb, C. Moore, R. Wolf, S. Head, J. Kehl (day 2)

Board Members Not Present:

J. Kehl (day 1)

New York State Department of Agriculture and Markets Staff Present:

C. McCue, 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: 2023 Year-End Update

Day 1: February 27, 2024

Opening Remarks:

- Chair L. Bailey welcomed all and apologized for the delayed start.
- Commissioner Ball welcomed all and provided an update to items he has been working on and involved in.

Roll Call:

- Chair L. Bailey conducted roll call and established quorum.

Approval of Past Minutes:

- H. Torino provided the September 12-13, 2023 meeting minutes to the board prior to today's meeting.
- Resolution: A motion was entered to approve the September 12-13, 2023 meeting minutes and was seconded. The motion passed unanimously.

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Promotion & Research Updates:

- Milk for Health (MFH) presented their 2022 year-end update. See materials attached.
 - One budget modification was presented.
Resolution: A motion was entered to approve each budget modification, and each were seconded. The motion passed unanimously.

Guest Presentation:

- Barb O'Brien from Dairy Management Inc. (DMI) gave an overview of DMI and dairy check-off highlighting how DMI uses farmer money to make a promote dairy.

Promotion & Research Updates Continued:

- Northeast Dairy Foods Research Center (NEDFRC) presented their 2023 year-end update. See materials attached.
- Dairy Management Inc. (DMI) presented their 2023 year-end update. See materials attached.
- New England Dairy Promotion Board (NEDPB) presented their 2023 year-end update. See materials attached.
- American Dairy Association North East (ADANE) presented their 2023 year-end update. See materials attached.

Meeting Day 1 Adjourned at 6:35pm

Day 2: February 28, 2024

Welcome/Roll Call:

- Chair L. Bailey welcomed everyone back for day two of the meeting, conducted roll call, and established quorum.

Board Discussion:

- The board discussed potential meeting dates and locations for the remaining 2024 meetings.

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- The board discussed changes to the contractor presentation format and materials. An information slide was shared; see contractor presentation time change information slide attached. More discussion about the format of the September funding meeting will take place during the June meeting.

Promotion & Research Updates Continued:

- Milk Quality Improvement Program (MQIP) presented their 2023 year-end update. See materials attached.
- New York Agriculture in the Classroom (NYAITC) presented their 2023 year-end update. See materials attached.
- New York Animal Agriculture Coalition (NYAAC) presented their 2023 year-end update. See materials attached.
- Burt Media Group (BMG) presented their 2023 year-end update. See materials attached.
- New York Dairy Product Runway (NYDPR) presented their 2023 year-end update. See materials attached.

Public Comment Opportunity:

- The board had more discussion on future contractor presentation format and 2024 meeting dates and locations. The board also shared the creation of advisory workgroup to provide recommendations or guidance, which is purely advisory, to current DPO contractors. More information about this workgroup will be shared with 2024 DPO contractors in the near future.
- There were no public comments made.

Closing Remarks:

- Chair L. Bailey thanked everyone for their time and effort.

Meeting Day 2 Adjourned at 12:30pm

Respectfully submitted,
Heather Torino

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Attachments:

Day 1 & Day 2 WebEx recordings
September 2023 approved meeting minutes
Contractor presentation time change information slide
DMI guest speaker presentation
MFH materials
NDFRC materials
DMI materials
NEDPB materials
ADANE materials
MQIP materials
NYAITC materials
NYAAC materials
BMG Materials
NYDPR materials