

Approved Minutes from the Sixth Meeting of the
Eighteenth New York State Dairy Promotion Order Advisory Board
Held in Syracuse, NY
Wednesday, July 24, 2024 8:00am – 4:00pm

Attendees

Board Members Present: Quorum established.

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

New York State Department of Agriculture and Markets (AGM) Staff Present:

Commissioner R. Ball, Deputy Commissioner K. Howard, 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: 2024 Mid-Year Update

1. Opening Remarks/Roll Call:

Chair L. Bailey welcomed all, conducted roll call and established quorum.

2. Approval of Past Minutes:

H. Torino provided the June 11, 2024 meeting minutes to the board prior to today's meeting.

Resolution: A motion was entered to approve the June 11, 2024 meeting minutes and was seconded. The motion passed unanimously.

3. Presentation of Research Updates:

- a. Milk Quality Improvement Program (MQIP) presented their 2024 update. See materials attached.
- b. Northeast Dairy Foods Research Center (NDFRC) presented their 2024 update. See materials attached.
- c. Aimpoint Research presented their 2024 update.

4. Presentation of Promotion Updates:

- a. Wahl Media presented their 2024 update. See materials attached.
- b. Corning Place Communications (CPC) presented their 2024 update. See materials attached.
- c. Burt Media Group (BMG) presented their 2024 update. See materials attached.
- d. Dairy Runway presented their 2024 update. See materials attached.

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- e. Milk for Health (MFH) presented their 2024 update. See materials attached.
 - f. New York Agriculture in the Classroom (NYAITC) presented their 2024 update. See materials attached.
 - g. New York Animal Agriculture Coalition (NYAAC) presented their 2024 update. See materials attached.
 - h. Dairy Management Inc. (DMI) presented their 2024 update. See materials attached.
 - i. New England Dairy Promotion Board (NEDPB) presented their 2024 update. See materials attached.
 - j. American Dairy Association North East (ADANE) presented their 2024 update. See materials attached.
- 5. Public Comment Opportunity:**
The board felt the revised presentation timeline format worked well and expressed appreciation to the contractors for their efforts in providing more results-focused updates.
- 6. Closing Remarks:**
Chair L. Bailey thanked everyone for their time and effort and wished them safe travels home.
- 7. Meeting adjourned:**
Meeting adjourned at 4:00pm.

Respectfully submitted,
Heather Torino

Attachments:
MQIP materials
NDFRC materials
Wahl Media materials
CPC materials
BMG materials
Dairy Runway materials
MFH materials
NYAITC materials
NYAAC materials
DMI materials
NEDPB materials
ADANE materials