NEW YORK STATE | Department of Agriculture and Markets

KATHY HOCHUL
Governor

RICHARD A. BALL
Commissioner

DAIRY PROMOTION ORDER ADVISORY BOARD

MEETING AGENDA

Topic: 2026 Mid-Year Status Update

Date: Tuesday, July 21st, 2026 & Wednesday, July 22nd, 2026

Time: 12:30PM – 5:10PM (Tuesday) & 8:00AM – 1:00PM (Wednesday)

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

WebEx Option:
To connect online for day 1:
https://meetny-gov.webex.com/weblink/register/rbe5dfe5067b0d5a95b062a868657bef7
To connect online for day 2:
https://meetny-gov.webex.com/weblink/register/re437d37c26395a293f31b07f0b088907

Day 1: July 21, 2026

I. **Welcome/Roll Call/Establish Quorum** (12:30 – 12:40) — Bailey

II. **Approval of Past Minutes** (12:40) — Bailey

III. **Promotion Updates**
   i. **Milk for Health**
   (12:40 – 1:10)

   ii. **She Likes Milk x Creators United**
   (1:10 – 1:30)

IV. **Research Updates**
   i. **Milk Quality Improvement Program**
   (1:30 – 2:15)

V. **Promotion Updates Continued**
   i. **NY Agriculture in the Classroom (NYAITC)**
   (2:15 – 2:45)

VI. **Research Updates Continued**
   i. **Cornell Dairy Foods Center**
   (2:45 – 4:05)

Break (4:05 – 4:20)

VII. Promotion Updates Continued

i. **New York Animal Agriculture Coalition (NYAAC)**
(4:20 – 4:50)

VIII. Board Discussion (4:40 – 5:10)

Adjourn Day 1 (5:10)

Day 2: July 22, 2026

I. Welcome/Roll Call/Establish Quorum (8:00 – 8:10) Bailey

II. Board Discussion (8:10 – 8:40)

III. Promotion Updates Continued

i. **American Dairy Association North East (ADANE)**
(8:40 – 9:40)

ii. **Burt Media Group**
(9:40 – 10:00)

iii. **Sackets Harbor Ag Education & Awareness Center**
(10:00 – 10:20)

Break (10:20 – 10:40)

iv. **New England Dairy Promotion Order Board (NEDPB)**
(10:40 – 11:20)

v. **Katie Becker Photography**
(11:20 – 11:40)

vi. **H.E.R.D WNY**
(11:40 – 12:00)

vii. **Corning Place Communications (CPC)**
(12:00 – 12:20)

viii. **3 Farmers that Care**
(12:20 – 12:40)

IV. Public Comment (12:40 – 1:00)

V. Closing Remarks (1:00) 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 $500,000 = 10 minutes for presentation, 10 minutes for questions
- Between $500,000 and $1,000,000 = 15 minutes for presentation, 15 minutes for questions
- Between $1,000,000 and $5,000,000 = 20 minutes for presentation, 20 minutes for questions
- Greater than $5,000,000, = 30 minutes for presentation, 30 minutes for questions

*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.