

Connecticut Milk Promotion Board

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Lucy Nolan
Treasurer
Paul Miller



State of Connecticut
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Connecticut Milk Promotion Board
Meeting Minutes
July 17, 2014
Department of Agriculture Conference Room

Members present:

Commissioner Steven K. Reviczky
Peter Orr
Paul Miller
Joe Greenbacker
Lucy Nolan
Jason Bowsza (staff)

Members Absent:

James Stearns
Robert Jacquier

Guests:

Amanda Aldred (NEDPB)
Jenny Karl (NEDPB)
Lisa Burnett (NEDPB)
James Jacquier (AgriMark)

1. Commissioner Reviczky called the meeting of the Milk Promotion Board to order at 10:35am.
2. Minutes – Motion was made by Mr. Miller, seconded by Mr. Orr, to adopt the minutes as presented. Unanimously adopted.
3. Financial report - \$194,900.56 on hand as of July 17, 2014. The CMPB has paid NEDPB for the 2013 contract and the first two of five payments in 2014.
4. Old Business
 - a. Dairy Sustainability fund update: The Department of Agriculture is working with the Office of the State Treasurer to confirm that the problem has been resolved.

Discussion ensued around the CIA process in general, and some recent adjustments made to the administration of the program. Commissioner Reviczky reviewed the of production analysis versus the pay price for milk and noted that the next payment would be coming towards the end of August.

5. New Business

a. NEDPB activity update: report covers the 1st 2 quarters of 2014

- i. So far, 9 grants have been distributed to Connecticut schools, totaling a value of \$14,896. The focus has been on the nutritional value of smoothies. Mr. Orr asked how schools were made aware of grant opportunities. The NEDPB reaches out through a web presence, emails and mailings, as well as working through partners. Dairy Farmers have had a more pronounced presence in check presentations for grants.
- ii. Fuel Up to Play 60 truck has attended two school events so far this year.
- iii. Breakfast in the classroom: Middletown has seen a 58% increase in Breakfast participation over the last 2 school years.
 1. Good media opportunity was held in Stamford, including NFL player Mark Herzlich appearing to promote the importance of eating breakfast.
- iv. There have been 17 media placements in CT promotion Fuel Up to Play 60 since January 1, crediting CT Dairy Farm Families.
- v. Discussed chocolate milk issue – banning chocolate milk in schools would have reduced consumption of milk in schools by 35%. Governor Malloy vetoed the legislation because consumption of milk is a good source of nutrition for children in schools.
- vi. Promotional materials are available through NEDPB – stickers, tattoos, magnets, stress cows, inflatable cows, crayons, color books, etc.
- vii. Dairy Industry Crisis Drill to be held in Columbus, Ohio, on August 27-28th. (Jimmy Allen from DoAg?)

b. NEDPB prospective planned activity

- i. Additional dairy check presentations, back to school mailings, fuel up to play 60 milk truck visits, health and wellness advisory committee meeting, and recording for the CT School Breakfast video, design of a CT specific Green Pastures Award winner.
- ii. Mr. Orr noted that he has been pleased with the increase in participation of Connecticut-specific dairy farmers. He wondered how success stories can best be inserted into the media, specifically with outreach into schools and young people.
- iii. Mr. Greenbacker noted that the process needs to begin for the 2015 contract sooner rather than later. This will be included as an agenda item for the next regular meeting of the CTMPB.

c. Promotional opportunities discussion

- i. TV/radio commercials
- ii. Website

6. Next meeting

- a. DoAg will be holding a Farmland Preservation Celebration on September 20 in Lebanon recognizing the permanent protection of 300 farms. The CTMPB is invited to participate as a sponsor. It was moved by Greenbacker, seconded by Orr to sponsor the celebration with a \$1,000 contribution. Motion carries unanimously.
 - b. Ms. Nolan raised the possibility of displaying CTMPB promotional materials at the Durham Fair. Commissioner Reviczky noted that some promotional material is available through DoAg, and that other materials could be requested through the NEDPB.
 - c. Mr. Jacquier, on behalf of the New England Dairy Promotion Board, reiterated his concern about the timing of the 2015 contract. Commissioner Reviczky asked that NEDPB furnish a workplan for the new contract before the next meeting.
 - d. The next meeting will be held on October 15, 2014.
7. Adjournment
- a. The meeting was properly adjourned at 12:13pm