

CT MPB meeting minutes  
October 21, 2015  
Connecticut Department of Agriculture  
Room G-8a  
10:00am

Members Present: James Stearns, Paul Miller, Peter Orr, Jason Bowsza (acting as Commissioner Reviczky's designee)

Members absent: Lucy Nolan, Joe Greenbacker, Robert Jacquier

Guests: Heidi Harkhopf, Jenny Karl, Amanda Aldred

Meeting called to order at 10:14am.

A motion was made by Mr. Orr, seconded by Mr. Stearns, to recess the meeting. Motion passed unanimously.

The meeting was reconvened at 10:19am

1. Welcome
2. Review and Approval of Regular Meeting minutes of July 23, 2015 meeting. A motion was made by Mr. Orr, seconded by Mr. Miller to accept the minutes as presented. **The motion passed unanimously**
3. Financial Report - Miller/Orr. Unanimously
4. Old Business
  - a. Amanda Aldred present some of the activities administered by NEDPB or activities in which they participated. These included summer meals expansion funding, FUTP 60 truck visits, video promotion clips. They also held a 5 state discussion of summer meals programs at the New England Patriots training facility. NEDPB continues to provide School Nutrition Resources. NEDPB continues to utilize student leaders to encourage other students to participate in the Fuel Up to Play 60 program. They are continuing to focus on food security issues. They've also developed a "Say Yes to Yogurt" campaign in conjunction with changes in federal WIC guidelines that allow for substitution in dairy allowances. NEDPB worked with AgriMark to cohost their Young Cooperator leadership conference to help develop young spokespersons to advocate for dairy concerns. They continued their commitment to the Convoy of Caring to stock local food pantries. NEDPB worked to promote the Great American Milk Drive and recognize the support given by stakeholders such as Stop and Shop, etc. Mr. Miller asked about an emphasis to push whole milk in terms of consumption. Ms. Harkhopf stated that they remain rooted in creditable, science based research, and that research recognizing the nutritional values of whole milk and butter isn't recognized as a nutrition source yet, but may be in the near future. Mr. Miller also asked about chocolate milk as a sports drink. This is no longer even disputed, but now accepted science.

5. New Business
  - a. NEDPB staff NEDPB is proposing added an additional media buy to include Faith Middleton's show on WNPR. This would result in an additional contractual cost of \$16,445 above the standard approved contract. It would include announcements, on two different programs, as well as marketing content spots.
    - i. A motion was made by Mr. Stearns, seconded by Mr. Miller, to accept the contract proposal as presented, to take effect in February of 2016. **The motion carried unanimously.**
    - ii. Mr. Miller asked what the status was regarding the Dairy Promotion social media page or webpage. Jason will check with ADaRP and circle back.
  - b. Board members discussed 2016 meeting dates.
6. Adjournment – a motion was made by Mr. Orr, seconded by Mr. Stearns, to adjourn at 11:38am