

CT MPB meeting minutes
January 20, 2016
Connecticut Department of Agriculture
Room G-8a
10:00am

Members Present: Commissioner Reviczky, James Stearns, Paul Miller, Peter Orr, Lucy Nolan

Members absent: James Stearns, Joe Greenbacker, Robert Jacquier

Guests: Heidi Harkhopf, Jenny Karl, Amanda Aldred, Jason Bowsza

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.

1. Welcome
2. Review and Approval of Regular Meeting minutes of October 21, 2015 meeting. A motion was made by Mr. Orr, seconded by Mr. Miller, to approve minutes as presented. **The motion passed unanimously**
3. Financial Report – as of 1/8/16, the Milk Promotion Board has a balance of \$329,065. Commissioner Reviczky announced that the Department of Agriculture now has access to Core-CT.
4. Old Business
 - a. Amanda Aldred present some of the activities administered by the New England Dairy Promotion Board (NEDPB) or activities in which they participated. NEDPB has been working to close the school breakfast gap by partnering with Connecticut farmers and other stakeholders, which could add as much as 13.4 million pounds of milk consumed. NEDPB and EndHungerCT engaged Congresswoman Esty in October to host a roundtable discussion to discuss school breakfast programs. NEDPB also partnered with Congresswoman DeLauro to participate in a school meals program roundtable, including school breakfast and lunch programs. Mr. Orr asked for a quantifiable number of towns participating in school breakfast and lunch programs in Connecticut. NEDPB has awarded \$74,000 to 27 schools in Connecticut over 2015. The Connecticut Milk Promotion Board funding, through the NEDPB, sponsored a school nutrition communications training for 16 school nutrition professionals.

Ms. Harkhopf has been coordinating a mailing to all Connecticut based dieticians, focusing on four different audiences. The goal is to make sure that dairy is included in discussions among dieticians regarding protein sources. The audiences included older adults, young adults, high school athletes, and consumer consciousness. There has been good news for dairy of the last several months, including daily serving recommendations, benefits to bone health, and dairy as a source of 3 of 4 nutrients of

concern. There are also some concerns for dairy consumption in the near term, including a limit of sugar consumption to 10% of daily calories.

Ms. Karl debuted an animated video that highlights some key messages about dairy being local, starting on a local farm and ending at the local grocery store.

Mr. Orr was impressed with the presentations, and believes that the time is very favorable to advance some very positive messaging on behalf of Connecticut dairy farm families, what they do for their communities, and the benefits of dairy to healthy lifestyles.

- b. Commissioner Reviczky reported that we got an act of Congress to increase truck weight limits to move fluid milk up to 99,000 lbs. This will be a good win for dairy farm families. Commissioner Reviczky outlined the course of action that was undertaken to accomplish the increase in the weight limit for the transportation of fluid milk. Mr. Orr stressed that it was the grassroots lobbying effort that won the day for this issue.
5. New Business
 - a. Review and approval of final NEDPB report. Moved to approve as presented by Mr. Miller, seconded by Mr. Orr. **Motion passed unanimously.**
 6. New meeting – April 6, 2016 at 10am.
 7. Adjournment – Commissioner Reviczky adjourned the meeting at 11:53am