

Connecticut Milk Promotion Board
May 5, 2017
Connecticut Department of Agriculture
450 Columbus Blvd, 2 South Building Room "B"

Members Present: Orr, Nolan, Greenbacker, Miller, Stearns, Bowsza (commissioner's designee)

Members Absent: Jacquier

Guests: Linda Piotrowicz (DoAg), Rebecca Eddy (DoAg), Amanda Aldred (NEDPB), Heidi Harkhopf (NEDPB), Lisa Burnett (NEDPB), Greg Peracchio

1. Welcome
2. Minutes
 - a. A motion was made by Ms. Nolan, seconded by Mr. Stearns, to accept the minutes with corrections. The motion passed unanimously.
3. Financial report
 - a. As of May 5, the balance on hand for the CT Milk Promotion Board is \$490,967. A motion was made by Mr. Miller, seconded by Mr. Greenbacker, to accept the financial report as submitted. The motion carried unanimously.
4. Old Business
 - a) NEDPB
 - a. Amanda Aldred provided an update on some of the legislative activities that are under consideration during the current legislative session. SB 35, SB 767, HB 7314, HB 5912, HB 5921, and HB 6127 all would have an impact on dairy consumption.
 - b. The 4th Connecticut School Breakfast Summit took place in March. Lt. Governor Nancy Wyman and Commissioner of Education Dianna Wentzell attended and spoke. Amanda Freund was a panelist at the event as well.
 - c. School breakfasts have seen an increase as a result of grant funding provided by NEDPB and Connecticut Dairy Farm Families. An additional 233,615 school breakfasts have been sold over the last average school year.
 - d. Additional mailings have been sent out to school districts in March promoting the consumption of dairy and dairy products in schools. The mailing included the 2016 Green Pastures poster, suggestions for celebrating dairy, menu ideas, cow stickers, and "milk is local" bookmarks.
 - e. Mini-grants were also awarded to school districts in East Hartford, Fairfield, Newtown, and Woodbridge. Grants were not to exceed \$1,000. A total of \$3,245 was dispersed.
 - f. There has been an uptick in press awareness around grant check presentations in local school districts.
 - g. New student ambassador is Bree Norton from Newington. She has been trained in public speaking and is helping to get positive dairy messages out to the public.
 - h. Dr. Jim Painter presented to the CT Academy of Nutrition and Dietetics in April about the benefits of dairy consumption in terms of heart health.

- i. NEDPB continued to have a presence on television promoting dairy friendly recipes. Additionally, NEDPB has launched a “Team Dairy” blog, including two bloggers based in Connecticut. They are visiting dairy farms in the state in the coming quarter.
- j. In March, a 3-hour crisis training program was conducted, and included dairy farmers from Connecticut.
- b) 2017 NEDPB/CTMPB Contract update
 - a. Contract is in place, and fully executed. DoAg has a new assistant attorney general administering contracts.

New Business

- a) State budget update
 - a. Mr. Bowsza provided a brief update, based on information available to date.
- b) Dairy Sustainability
 - a. Mr. Orr would like to see a renewal of dairy sustainability messaging, stressing the importance of engaging decision makers to re-enforce the importance of dairy to Connecticut’s working landscape. There is also a growing assault on farmers from the general public, who don’t have an understanding or appreciation for sustainability or good agricultural practices. Mr. Orr is asking NEDPB to generate materials for the public that help explain what sustainability means.
- c) Social media promotional campaign update
 - a. Rebecca Eddy Murphy (DoAg) presented some data about social media pertaining to the CT MPB over the last quarter, as well as presenting some ideas about website ideas moving forward. Ms. Murphy talked about options and applications available through GoDaddy.com. She is able to generate the structure, but it would be up to the board members to develop and approve the content. The board would like a facebook page established, but a content review group would not be available until the fall.
 - i. Motion made by Orr, seconded by Miller to move forward with a website builder program through GoDaddy on a yearly basis. Unanimously
- d) Farm-to-Chef Week
 - a. Farm-to-Chef week is a statewide event that engages schools, restaurants, and farmers’ markets and utilizes Connecticut Grown products. It is funded through local and statewide sponsorships. If CT MPB agreed to sponsor it, they would receive visibility on promotional materials. Sponsorship levels are \$1,000 or \$500. Motion made by Orr, seconded by Nolan, to sponsor at a \$1,000 level. Unanimously.

Adjourned at 12:13 (Nolan/Stearns). Unanimously.