

Connecticut Milk Promotion Board  
October 26, 2017  
Connecticut Department of Agriculture  
450 Columbus Blvd, North Building Conference Room "E"

Members Present: Commissioner Reviczky, Lucy Nolan, Peter Orr, Paul Miller, Jim Stearns, Joe Greenbacker  
Members Absent: Bob Jacquier  
DoAg staff: Jason E. Bowsza, Rebecca Eddy, Linda Piotrowicz  
Guests: Heidi Harkhopf, Amanda Aldred, Jenny Karl (all with NEDPB), Sylvia Panciera

- 1) Welcome – Commissioner Reviczky called the meeting to order at 10:13am. He started by noting that the previous meeting often runs late, adversely impacting this meeting. Members discussed what would make the most sense in terms of meeting times. The Milk Regulation Board meetings will now start at 9:30am and the Milk Promotion Board will now meet at 10:30am. The commissioner noted that long time DoAg employee Rick Macsuga sadly passed away earlier in the week. Rick had been with the agency for more than 30 years, and his loss is felt by all of the staff at the agency.
- 2) Review and approval of Regular Meeting Minutes of July 19, 2017
  - a. Motion made by Mr. Miller, seconded by Ms. Nolan, to approve the minutes as presented. **All in favor.**
- 3) Financial report: Standing balance is \$511,723.58. Mr. Greenbacker notes that this balance is growing over time, and that we should rightly be spending the balance on promotional activities.
- 4) Old Business
  - a) NEDPB Activity Update
    - a. New England Dairy Promotion Board sponsored student participation in the National Dairy Summit. Two students from Connecticut participated.
    - b. NEDPB distributed 30 tickets to students that couldn't come to their reward summit for New England Patriots training camp in August.
    - c. NEDPB continued to support grant funding for programs that increase healthy meal choices in schools. This year, they worked with Putnam public schools to add milk coolers and hot food holding equipment. During that period, they served and additional 5,871 meals, 6,044 servings of milk, and 704 smoothies.
    - d. \$60,171 in grant funding has been distributed to Connecticut communities this year.
    - e. They continue to distribute back-to-school kits, which have continued to be popular methods of promoting milk consumption. They've distributed posters and classroom handouts in 3,500 schools and to 17,500 teachers.
    - f. They've worked with Cabot to develop a Girl Scout Patch Program. This puts an emphasis on dairy nutrition dairy farming and sustainability, as well as physical activity.
    - g. Recently they held their 5<sup>th</sup> annual Health and Wellness Advisory Group meeting. They discussed consumer beverage trends, and brainstormed ways to improve milk consumption.

- h. NEDPB also did some television promotion about ice cream during National Ice Cream month – July.
    - i. NEDPB participated in the annual Celebrating Agriculture event in Woodstock on September 23, 2017.
  - b) Sylvia Panciera of the Connecticut Dairy Council gave an update on the activities that they've participated in over the last year. They participate in many fairs around the state, and often will bring an interactive (fake) cow that gives kids an opportunity to milk a 'cow'. The distribute information about dairy consumption, and answer a litany of questions by members of the public. She can be reached at brittysmom@msn.com.
  - c) Agri-Mark YC Conference was held in Canton, NY on July 26-27. 25 dairy farmers attended the presentation on "Driving the Dairy Discussion."
  - d) Coming up in Q4, NEDPB has an opportunity to capitalize on a partnership with Gevvie Stone, an Olympic rower who won a Silver Medal in the most recent summer Olympic Games. She is a world class athlete who is also a doctor specializing in emergency medicine.
  - e) NEDPB 2018 Budget Approval
    - a. Members broadly agreed that they would like to see the Must Be the Milk Truck make more appearances in Connecticut. Members agreed that they would be willing to modify the budget agreement to pay for additional appearances, either through the budget or on an a la carte basis. A motion was made by Mr. Orr, seconded by Ms. Nolan, to approve the proposed 2018 budget. **Motion carried unanimously.**
  - f) Social Media Promotional Campaign update – Rebecca Eddy Murphy presented work that has been done in terms of developing a social media campaign. Over the last quarter, there were 9 posts specific to dairy/milk promoting varied events and appearances that highlight dairy consumption. She has worked with Peter Orr and developed a very interactive website for the Milk Promotion Board that includes information about farm tours, local farmers, dairy information, favorite recipes, etc. A motion was made by Mr. Orr, seconded by Mr. Miller, to accept the website and get it online as soon as possible. **Motion carries unanimously.** This is in conjunction with a motion passed by the board on April 6, 2016. Mr. Orr noted that this would not have happened without the work of Ms. Eddy.
- 5) New Business
  - a) State budget update – Commissioner Reviczky provided an update on where the state budget stands, and the impact of the budget recently approved by the Senate on the Department of Agriculture.
  - b) Dairy Sustainability – Commissioner Reviczky provided a brief overview of what we know at this point in terms of the Community Investment Act and programs that it supports.
  - c) Connecticut Grown Magazine Sponsorship- Commissioner Reviczky explained the advertising opportunities available in the next Connecticut Grown Magazine. On a motion by Mr. Miller, seconded by Mr. Orr, the board agreed to purchase an ad valued at not more than \$6,500 in the second annual Connecticut Grown Magazine. **Motion carried unanimously.** Ms. Nolan would like to see greater focus on a marketing campaign for the Milk Promotion Board. Discussion ensued around this point. A marketing discussion will be held at the next meeting.
  - d) Establishment of 2018 meeting dates

- a. The following dates were proposed and approved by the board as regular meeting dates for 2018:
  - i. January 24
  - ii. April 25
  - iii. July 25
  - iv. October 24.
- b. A motion was made by Mr. Miller, seconded by Mr. Orr, to accept the meeting dates as discussed.

Adjourned at 12:32pm (Miller/Orr). Unanimously.