

Connecticut Milk Promotion Board  
July 19, 2017  
Connecticut Department of Agriculture  
450 Columbus Blvd, North Building Conference Room "F"

Members Present: Commissioner Reviczky, Lucy Nolan, Peter Orr, Paul Miller, Jim Stearns  
Members Absent: Bob Jacquier, Joe Greenbacker  
DoAg staff: Jason E. Bowsza, Erin Windham  
Guests: Heidi Harkhopf, Amanda Aldred, Lisa Burnett (all with NEDPB)

- 1) Welcome – Commissioner Reviczky called the meeting to order at 10:07am. Lucy Nolan announced that she was stepping down from her role at EndHungerCT. Mr. Orr moved, and Mr. Stearns seconded, to recognize Ms. Nolan’s contributions to the many organizations in which she has played a role over many years. Motion carried **unanimously**. Ms. Aldred made special note of the synergy that exists between EndHungerCT and other advocacy groups in the state.
- 2) Review and approval of Regular Meeting Minutes of May 5, 2017
  - a. Motion made by Mr. Miller, seconded by Mr. Stearns, to approve the minutes as presented. **All in favor (Reviczky abstained)**
- 3) Financial report: Standing balance is \$489,516
- 4) Old Business
  - a) NEDPB
    - a. Ms. Harkhopf started off their presentation with a legislative update. Bills of note were SB 35, SB 767, and HB 7314.
    - b. Ms. Harkhopf participated in a webinar with Jill Castel, RD, on “Feeding the Teen Athlete.” Sports nutrition has been a focus, including working with Dr. Nancy Rodriguez. NEDPB was a participant in a sports nutrition seminar. They’ve reached out to area health professionals by participating in the NE Bariatric Dietitians Networking Conference and the Yale Fairfield County Pediatrics Day.
    - c. Ms. Aldred presented grant outreach efforts over the first two quarters. To date, \$41,791 has been circulated to CT schools. A “smoothie” contest took place at Martin Kellogg school in Newington. A smoothie grant was also awarded to Mayberry School in East Hartford, to help them plant a garden to grow the ingredients that are incorporated into the smoothies offered at the school. NEDPB has continued to do outreach at community events around the state over the course of the year by utilizing their “Fuel Up to Play 60” truck and the “Must Be The Milk” truck.
    - d. NEDPB also provided an update on the Connecticut Dairy Industry Council (CDIC). They represent Connecticut and Rhode Island and ag fairs, farm events, the Big “E” and 4H events. They have a mobile fake cow that can actually be milked by kids at different events. NEDPB is working with CDIC to reinstate their participation in Ag Day at the Capitol. Mr. Miller asked that someone from CDIC attend a future meeting. Sylvia Panciera is the contact, and can be reached at 401-573-5876 or [brittsmom@msn.com](mailto:brittsmom@msn.com)
    - e. June was “Dairy Month” and NEDPB did several television segments where they suggested pairings with dairy products. NEDPB brought dairy recipe bloggers from

around New England, and Jill Castle, to Freund's Farm in East Canaan to tour the farm. Jill Castle was later quoted on her blog as referring to cows' milk as the "gold standard" for children and families.

- f. NEDPB is beginning the 2018 budget planning process and anticipates having a proposal to the MPB prior to the October meeting.

5) New Business

- a) State budget update – JB provided update
- b) Dairy Sustainability – JB provided update
- c) Social media promotional campaign update – JB presented update from Rebecca Eddy Murphy
- d) Farm-to-Chef Week – Erin Windham gave an explanation of what the agency is doing to promote Farm-to-Chef Week, outlined details of the kick off event that is being planned at the Coventry Farmers' Market, reinstitution of a radio campaign to push the week.

Adjourned at 11:46am (Miller/Orr). Unanimously.