



STATE OF CONNECTICUT
DEPARTMENT OF AGRICULTURE
Office of the Commissioner



Bryan P. Hurlburt
Commissioner

860-713-2507
www.CTGrown.gov

Connecticut Milk Promotion Board

SPECIAL MEETING MINUTES

June 15, 2020

1:30 PM

[Join Microsoft Teams Meeting](#)

[+1 860-840-2075](#) United States, Hartford (Toll)

Conference ID: 943 326 580#

Members Present: Commissioner Bryan P. Hurlburt, Joe Greenbacker, Paul Miller, Seth Bahler, Dr. Jaime Foster

Members Absent:

DoAg staff: Rebecca Eddy

Guests: Amanda Freund, Jon Hermonot

1. **Welcome** – Commissioner Hurlburt called the meeting to order at 1:35 PM. Welcomed Jaime Smith as Bureau Director of Ag Development and Resource Conservation and updated board on two pending AMIR hires to better align staffing resources and program responsibilities.
2. Public Comment – no comment.
3. CMPB Update – Rebecca Eddy provided update on activities (see attached) from May 1 to current. Jaime Foster addressed the 2020-2025 dietary guidelines, first time that whole milk is identified for children two years old and under. Commissioner Hurlburt informed board of a meeting with New England Dairy to address contractual issues on May 15 and alleviate any further misunderstandings. Discussion ensued regarding budget approvals, financial control and the need to follow the contract with emphasis on building trust and communication. Commissioner Hurlburt informed board that they were in receipt of an audit inquiry from New England Dairy. New and pending board members requested guidance on role of board and their position.
4. Reallocation of Budget due to COVID-19
 - a. Virtual Tours: Rebecca Eddy presented opportunity from Celebrating Agriculture which is going virtual this year to create a virtual farm tour. Joe Greenbacker motioned to approve up to \$5,000 for the production and editing of a virtual farm tour. Seth Bahler seconded. Four in favor. One abstained (Paul Miller). Motion passed.
 - b. Lawn Signs: Rebecca Eddy shared collaboration with Kies Orr who requested usage of CT Dairy logo for lawn signs and opportunity to purchase in bulk to



STATE OF CONNECTICUT
DEPARTMENT OF AGRICULTURE
Office of the Commissioner



Bryan P. Hurlburt
Commissioner

860-713-2507
www.CTGrown.gov

distribute a maximum of two to all interested dairy farms and available to interested dairy/ag supporters. Paul Miller made a motion to approve up to \$2,000 on the purchase of lawn signs. Jaime Foster seconded. All in favor. Motion passed.

- c. New England Dairy Farmer to Food Pantry Reallocation Proposal: Proposal was shared in advance for board to review. Jaime Foster offered to assist with evaluation. Paul Miller motioned to approve the reallocation as submitted. Jaime Foster seconded. Discussion ensued regarding what would happen with funding if not approved, movement of surplus milk, working with retailers and processors to facilitate excess movement to food banks/pantries and how to identify where end user is getting food. Motion was modified to offer additional coolers based on needs of pantry within reason, no more than \$2,725 per cooler and the initial \$275 for the cooler stocking with farmer nomination. All in favor. Motion passed.
5. Other: Paul Miller requested a detailed financial report for July meeting with contributors and line item expenses. Also inquired about appointments to complete the board. Commissioner Hurlburt reported that weekly follow ups are happening, however, with legislative session adjourned due to COVID-19 it has been challenging to make headway with appointors. Paul Miller requested an election of officers be on the July agenda. Jon Hermonot inquired about the second quarter payment due to New England Dairy on June 30. Commissioner Hurlburt stated that a special meeting would be held if necessary to review work completed in order to authorize payment.
6. Adjournment – Mr. Miller motioned to adjourn the meeting. Meeting adjourned at 3:20 PM.

Respectfully submitted by Rebecca Eddy, AMIR 2, June 24, 2020



Connecticut Milk Promotion Board

May/June 2020 Update

2020 Recertification of Dairy Production Promotion, Research, or Nutrition Education Programs

- Updated and submitted

2020-2025 dietary guidelines re: dairy fats

- Reviewed and alerted congressional delegation

DMI Open Mic Call info

- Shared info with board weekly
- Participated on the following dates:
 - May 4, 2020
 - May 11, 2020
 - May 18, 2020

Food Insecurity/Excess Dairy

- Participated in regular weekly calls with Heidi Harkopf regarding movement of excess dairy to food banks and pantries and other issues – have now moved to biweekly status updates pertaining to contract and other relevant items
- Correspondence with DFA Cares regarding request of funds for pantries/food banks
- Assisted Jon Hermonot with promotion of TEEG giveaway and attended on-site day of distribution
- Assisted Jon Hermonot with second promotion of TEEG giveaway and securing of DFA Cares funds

Events/Promotions

- Correspondence with Hartford Yard Goats regarding status, options, etc.
- Communicated with Annalise at New England Dairy regarding fair/event cancellations
- Update to MPB on June 1 re: World Milk Day, June Dairy Month and Dairy Day at Yard Goats with subsequent follow ups regarding social media hiatus due to current events
- Communicated with Diane Miller regarding Celebrating Ag moving to virtual format with farm tours
- Promoted June 3 Virtual Farm Tour with Health professionals at Freund's Farm
- Updated social media and website

Lawn Signs

- Worked with Kies Orr to confirm usage of CT Dairy logo and develop language for lawn signs to promote dairy as a healthy choice.
- Connected with Chase Graphics regarding pricing options

Media Coverage

- Farming in a Pandemic, WLA, 5/1
- In a time of need there's too much milk, The Day, 5/4
- Operation Community Impact: 4-H Helps Distribute Milk Statewide, ThePatch.com, 5/4
- Preventing Spilled Milk — UConn Responds to the Dairy Dilemma, UConn Today, 5/11
- Interview with Commissioner Hurlburt on Farmers, CT Food Supply, Dairy, Hunger, Food Lines and more, The River 105.9, 5/14
- Cows Safe After Barn Fire Extinguished at Franklin Farm, The Day, 5/19
- UConn 4-H delivers dairy products to needy families, Middletown Press, 5/20
- Connecticut Dairy Farms Look to Coronavirus Food Assistance Program to Stem Losses After Disastrous Spring, CT Examiner, 5/23
- Dairy Farmers' Surplus Milk Going to Those Who Need It Most Amid COVID-19 Pandemic, NBC Connecticut, 5/25
- Local farmer helps New London food center with milk donation program amid shortage, WTNH News 8, 6/4
- Guida's delivers to TEEG in Northeast CT, WINY Radio
- Plus additional features/inclusions in CT Weekly Ag Report to highlight efforts of Connecticut's dairy farmers to move food to those in need and promote June Dairy Month initiatives

New England Dairy Communications

- Followed up on payment status to New England Dairy
- Reviewed/Edited the following:
 - June 3 Virtual Farm Tour e-blast
 - Smoothie Slurp Challenge
 - Poster graphic
 - Bookmark
 - Coloring page
 - Fact Sheet for NBC CT visit to Laurelbrook Farm in conjunction with Bill Davenport's dairy distribution efforts
 - Reviewed NED 2020 Budget Reallocation Proposal and submitted questions for further discussion
 - Summer Meals Outreach Postcard
 - Windham County Milk Donation & Distribution media pitch and press release
 - CT Cooler Bag pitch

Miscellaneous

- Provided updates to dairy industry members regarding CFAP estimated dairy payments and release of CIA Ag Sustainability funds.
- VAAFM Dairy Innovation Business Grant conference call – proposal submission
- Follow up regarding appointments for Amanda Freund and Jon Hermonot