

Connecticut Milk Promotion Board Minutes
November 19, 2009
Department of Agriculture

In attendance: Paul Miller, Peter Orr, Joe Greenbacker, Jim Stearns, Bob Pellegrino and Lucy Nolan

1. The meeting was called to order at 10:15 by Bob Pellegrino.
 - a. Bob Pellegrino reported that Commissioner Pirelli is out of town and asked Bob to sit in for him.
2. Discussion of Funding:
 - a. The Board agreed to send a letter to the Northeast Promotional Board to request funding. Jim Stearns, as chair of the CT Milk Promotion Board, will sign it. Paul Miller moved, and Joe Greenbacker seconded, that the letter be finalized, signed and sent out to Northeast Dairy Promotional Board as soon as possible. Approval was unanimous.
3. Discussion of need for “Implementer language”, Farm Bureau
 - a. The possibility of the Connecticut Farm Bureau taking the lead on implementer language was discussed. It was noted that the Farm Bureau just finished a successful dairy campaign and a vote, taken the previous night at the CFBA was not supportive, although there was a sense that the door may be open if other options fail. The board will ask Commissioner Pirelli to include the Implementer language in the Department of Agriculture’s legislative package. There was discussion if the CT Milk Promotion Board, as a standalone entity, could put legislation in, which did not seem to be a very viable option. Paul Miller moved, Lucy Nolan seconded, to request the Department of Agriculture to put implementer language in order for the Connecticut Milk Promotion Board to access the dairy funds for the 2010 legislative session. The board voted unanimously in favor of the motion. Bob Pellegrino will follow up with the Commissioner and the legislative liaison for the Department as to next steps, and will report back to the CT Milk Promotion Board.
 - b. There was discussion whether the USDA has authorized the CT Milk Promotion Board. This was answered in the affirmative by Bob who stated that the USDA had to sign off at the inception of the board.
 - c. There was discussion as to how the funding, once received, would be administered. The Board decided to check with other states as to what they do. Joe Greenbacker was charged to research this question and to look into if other states are required to have a review of how they operate and spend the funds.
4. Discussion to tie in to “Local Ag”?
 - a. Lucy Nolan brought up the idea of legislation that some organizations are potentially working on to increase the promotion of local agriculture through a purchasing plan. This would include allowing large institutions and Boards of Education to bid a percentage over the lowest bid price for food if it is locally grown. Jim Stearns brought up the issue that the state needs to add dairy into the bidding process to deter institutions from “cherry picking” what they are eligible to buy.

5. Public Comments
 - a. There were no public comments

6. Up and Coming Meeting Dates
 - a. Board members decided to ask the Connecticut Dairy Council to come to the next meeting to talk with us about what they are doing and how we all fit together. This will help define a global plan for funds, and create an inventory of current practices. Joe Greenbacker will check as to who the contact for the Connecticut Dairy Council is and invite that person to the next Connecticut Milk Promotion Board Meeting.
 - b. The dates for meetings for 2010 were set and they are: January 20, 2010, April 7, 2010, August 18, 2010 and November 18, 2010.
 - c. Tentative agenda follows
 - i. CT Dairy Council
 - ii. Implementer next step
 - iii. Follow up on funding from the Northeast Promotion Board
 - iv. Program Development.

7. Adjournment
 - a. The meeting was adjourned at 11:35 by Joe Greenbacker and seconded by Peter Orr.

Respectfully submitted,

Lucy Nolan, Secretary

Date