



## Mass Dairy Promotion Board Meeting Minutes

April 2, 2019 | 10:30a.m. - 12:30p.m.

Massachusetts Division of Fisheries & Wildlife

1 Rabbit Hill Road, Westborough, MA 01581

### **In Attendance:**

Ashley Randle – Chair Designee  
Katie Rozenas – MDPB Coordinator  
Dave Hanson – Vice Chair  
Darryl Williams – Treasurer  
Melissa Griffin – Secretary  
Warren Shaw – Board Member

Jim Hunt – Board Member  
Kathy Herrick – Board Member  
Mary Jordan – MDAR  
Myron Inglis – MDAR

### **Not in Attendance:**

Lynne Bohan – Board Member  
Brian Mckeeon – Board Member

***The meeting was called to order at 10:37 AM by Chair Designee Ashley Randle.***

### **General Business:**

***Secretary's Report: The secretary's report was presented and DH made a motion to accept the report, DW seconded the motion and the motion passed.***

***Treasurer's Report:*** KR, MJ, and DW met on the phone yesterday to go over things. DW reported that it is difficult to know what we really have available for funds because a lot of our reports are on a calendar year and we operate on a fiscal year. We can safely award \$220,000-\$230,000 in FY20 grants based on the current treasury.

#### **FY2019 YTD:**

FY19 Revenue \$345,236.08  
FY19 Expenses \$139,181.64  
FY19 Uncommitted \$119,156.28  
FY19 Unexpended \$206,054.44  
FY19 Encumbered \$75,898.16

Chase Hill Farm has not paid since 2017 but will hopefully pay by the end of the week. Hancock Farm has asked for production forms but we have not heard back from them since sending the forms. Foxboro Cheese sent a check for 25 months of production. Stillman Dairy has not paid since April 2017 and we are still trying to get in touch with them. WS contact Stillman and they are going to pay.

KR will start reaching out to those in mid-April who have not been paying for 2019 since some pay a few months at a time rather than each month.

***DH made a motion to accept the treasurer's report, JH seconded the motion and the motion passed.***

### **Coordinator's Updates:**

KR reported that our FY20 RFR was released as of 4/1/19 with applications due back on 4/30/19. KR will send the proposals to board members on 4/30/19. Rick Leblanc will do an eblast this afternoon to send out the RFR and also reach out to Farm Bureau to include in their communications.

DH has been reappointed to represent MADF on the board. MG is still pending but another letter has been sent to Mark Duffy.

We got a contract out to Fuse Ideas for the calendar year for hosting the website, but KR will follow up with them if we don't get it back by tomorrow. She has talked to them about changing the system so that we can do updates as we currently pay \$150 per hour to make changes. We will need to go out to bid with this since the contract is really old and

lots of things have been grandfathered and we would specify that the website would be in CMS format. Fuse Ideas uses google analytics and are supposed to be getting us those numbers. KR will need to schedule 1-2 training session calls to understand the analytics.

KR has been researching different giveaways and has come up with costs for stress cows, phone wallets, key chains, and hot/cold packs.

KR attended a FUTP60 event at Edwards Middle school in Charlestown.

### **New Business:**

CISA: We granted \$34,517.50 to CISA and have received two invoices. Claire Morenon reported that so far CISA has sponsored screenings of the film *Forgotten Farms*, sponsored the NEDPB table and presence at the Boston Food Festival, updated some print materials, and has been active with their social media outreach (they have 18,000 followers on social media accounts). The press often contacts CISA when looking for talking points for story lines and CSIA helps to guide them to farmers. CISA hosted a storytelling event in Northampton called *Field Notes* which featured many different speakers from different aspects of the food system including Laurie Cuevas from Thomas Dairy Farm. They plan to do the event again and would love ideas for storytellers. DW mentioned that part of the money that we grant to CISA has been used for the cost of production study done by Dan Lass who has now retired. WS asked if there is a way to find out where Massachusetts milk goes and make a video to follow the milk.

Topsfield Fair: We granted \$20,000 to Topsfield Fair which was used during the 11-day run of the fair. Joy Nowak reported that they gave out almost 1000 stress cows and 300 stuffed cows with MDPB t-shirts to fair goers that answered a question. FFA students helped write the questions and were also around during the fair in the barns and in the farmyard. Nelly the mechanical cow was very popular again. They had 2,000 students participate in the dairy classes (held during the day before the fair opens) grades 1-2, 3-5, and 6-8. A teacher designed the workshops so they met the Massachusetts frameworks and the milking cow was part of every class. WS suggested it might be nice to have a handout for the older group about the importance of dairy farms in the community. They gave the teachers surveys when they left but not many were returned. They gave out cups of whole milk amounting to 335 gallons but had trouble keeping up with up with the milk. There were not enough people to staff the booth all hours of the fair so they didn't end up using all of the grant money. The milk tasting seemed to be a highlight and brought people to the cattle barn and to see Nelly. KR asked how many additional people would be needed to man the milk booth at all times? Joy wasn't sure as the person in charge left the organization after the fair. AR suggesting reaching out to 4-H in addition to FFA. DW suggested using milk dispensers down the road rather than pouring the milk out of jugs.

NEDPB: We granted \$40,000 to NEDPB. Kiley Putnam reported that all work has been completed on the zip trips and the Big E exhibit. There was a little leftover that can be used to amplify something Massachusetts specific for June dairy month. The zip trips include farmers, 4-H members, dieticians and reached 3.1 million in 2018 which is down from 2017. The onsite attendance has been consistent and they saw an increase in digital and social reach by using native ads for the first time this year (looks like a news article and has to have factual educational material) about the difference between cow's milk and non-dairy alternatives. The ads performed 69% higher than the industry standard for a native ad. They put in a brand-new exhibit next to the refrigerator at the Big E with a new farm-to-you 5-minute video featuring several Massachusetts dairy farms. The exhibit will stay for the next few years and can be updated. NEDPB's 2019 goals are to: increase trust and demand for dairy, grow awareness of dairy's role in sustainable nutrition, we are the premier destination for New England dairy information and inspiration. MJ asked if the video could be promoted to other fairs in the state? NEDPB can be at the zip trips without being on tv which is something to look at in the future since the tv sponsorship is pricey.

NEDFC: We granted \$60,000 to the NEDFC. Lisa Robinson reported that they were able to bring in \$30,000 in outside money for grants for the 2018-19 school year. They sponsored 18 more schools since the mid-year report to expand breakfast, serve smoothies, and hot chocolate milk. \$104,493 has been spent to date in MA schools. NEDFC partners with the Patriots to honor one school each year in the area with a \$10,000 grant. NEDFC is looking at how to get the biggest bang for the buck with the grant money. They worked with school nutrition directors on ways to get kids to participate, like smoothie marketing kits which include recipes and signage. The hot chocolate milk program has been

very successful and is an opportunity to bring in kids for breakfast who want a hot drink. It creates a coffeehouse feel for the students and schools saw a 43% increase in breakfast sales and a 47 % increase in milk sales by starting the hot chocolate milk program. NEDFC has approved 60 grant applications in NE for the Chocolady and the manufacturer of the machines is having trouble keeping up with orders. Nate Ebner is our current New England Patriots player and he also has a background in nutrition. Teens were surveyed about their attitudes and behaviors towards dairy using a sample group including 1/3 with no knowledge of FUTP60, 1/3 who were aware of FUTP60, and 1/3 who were highly involved with FUTP60. The survey showed that those that were highly involved in FUTP60 were consuming more dairy and had better attitudes towards dairy. NEDFC developed new curriculum “from cow to you” which was distributed throughout NE. 97% of educators rated it as good or positive and a second version on dairy sustainability and connecting it back to the community was just released. FUTP60 is having a gala at Gillette Stadium on May 9 to celebrate 10 years. They are hoping this will bring in more outside sponsors so the responsibility doesn’t just fall on the dairy farmers. NEDFC is recognized as an official charity for the city of Boston with 3 bibs or \$20,000 (3 people running for NEDFC).

Big E: We granted \$11,000 to the Big E. Donna Woolam reported that our grant sponsors the 4-H milk booth at the Big E, sponsors milk for the 4-H dairy pizza party, and provides free milk for dairy exhibitors every day. We sponsored 2 days of the cooking show and the Big E gave us 2 more for a total of 4 days: 1000 milk shakes, garlic butter, penne alfredo, and 500 whole milk samples, including recipe cards with our logo. Interactions with the chef and assistant were very valuable. They set up an iPad with 3 questions (zip code, which dairy products do you purchase the most, and where do you buy dairy products) during sampling times and had 85 respondents (mostly CT and MA). According to the survey, cheese and butter are the most common purchases. Our MDPB logo runs on the bottom of the Big E website all year long and clicks to our website, the logo is displayed above the parlor, and our logo and website are in the guidebook that is sold at the gate. The Big E spent \$6500 on the chef and milk products and will spend another \$5000 on the video for next year’s fair which will accompany the exhibit in the Farm-O-Rama sponsored by Big Y about how to milk a cow. The Big E will invoice for all expenses at the end of the year.

MADF was unable to make it to present today but will come May 3, 2019 at 11 AM.

WS made a motion to send a letter to support Rebecca Davidson’s FSMIP proposal entitled: Exploring the Feasibility of a Massachusetts Shared-Use Dairy Processing Facility. DW seconded the motion and the motion passed.

WS made a motion to sponsor the FUTP60 gala at \$1000, JH seconded the motion and the motion passed. With a \$1000 sponsorship we get a ¼ page ad in the program book (which KR will work on) and 2 tickets to the event.

MI wondered what groups would do with more money and where we would see more bang for the buck in terms of promoting the consumption and sales of milk in Massachusetts.

WS asked Lisa Robinson to look into the proposed tax on sweetened drinks which, as of yet, does not include chocolate milk and may provide an edge in the future.

**Board Updates:** None

**Next Meeting Date:**

May 3, 2019, Westborough– FY20 grant proposals

May 14, 2019, Westborough– FY20 grant presentations

**Public Comment:** None

***DW made a motion to adjourn the meeting, DH seconded the motion and the meeting adjourned at 2:11 PM.***

Respectfully Submitted,  
Melissa Griffin | MDPB Secretary