



Mass Dairy Promotion Board Meeting Minutes for May 14, 2019

May 14, 2019 | 10:30a.m. - 3:30p.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

Not in Attendance:

Lynne Bohan – Board Member

Brian Mckeon – Board Member

The meeting was called to order at 10:45 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, JH seconded the motion, and the motion passed.

Treasurer's report: DW reported that the numbers haven't changed since the last meeting and we are still comfortable granting a maximum of \$220,000.

FY2019 YTD:

Total Uncommitted \$128,350.62

Total Unexpended \$211,757.36

Total Encumbered \$83,406.74

FY18 Rollover: \$194,006.97

FY19 Revenue: \$165,772.23

FY19 Revenue YTD: \$359,779.20

2019 Expenses YTD: \$148,021.84

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

Coordinator's Updates:

AR and KR attended the Stars Among Us Gala at Gillette Stadium. There were not many dairy farmers in attendance at the event, but the Tully Family was there from Massachusetts. They are planning to do another gala next year. Devin McCourty from the New England Patriots was in attendance, as well as FUTP60 alumni, a comedian, and ESPN reporter Mike Reiss served as the MC.

Giveaway update: KR has put in a request to procurement for 250 ice cream scoops and 500 phone wallets. The numbers might need to be adjusted depending on price and she should know next week. KR will continue to look into purchasing hats for less than \$1000. She will send out an email to get feedback from board members so that we can have them for the MADF picnic in August.

June Dairy Month: KR will coordinate a tour for the Commissioner and Assistant Commissioner and promote the event on Facebook. Hopefully the Governor will issue a proclamation declaring June Dairy Month. KR is considering splitting

the state and having the Assistant Commissioner tour one half and the Commissioner tour the other half ending all together in the middle of the state. The Governor, Assistant Governor, Secretary, local legislators, Buy Locals and the press will all be invited. Suggested farms include Tully Farm, Mark Duffy, Warren Shaw, and Kathy Herrick in eastern MA; Hunt Farm, Jordan Farm, and Dave Hanson in central MA; and Barstow Farm, Mount Toby, and Mapleline Farm in western MA. KR will really focus on doing her own farm visits during the month of June. AR added that June 1, 2019 is World Milk Day.

New Business:

We have to cut the grants by \$45,349.50.

NEDFC – \$60,000.00 KR emailed Lisa Robinson and said the board was very impressed with her proposal and it was not necessary for her to come back to meet with us unless she wanted to. Lisa decided we had just seen her and opted out of coming.

Topsfield Fair – Joy Nowak – \$35,909.00 The project mission is to promote the image of dairy products through education, consumption, and advertising. There are always more people out there that need to be educated and they hope to increase sales for dairy farmers and promote healthier diets for consumers. The fair wants to update the worksheets and hopes to reach more students next year. The proposal includes plans to purchase two refrigerated milk dispensers, one for the hospitality tent and one for the cattle barn. They will not be self-serve, but will be fully manned with help from Essex Tech and 4-H. They will design signage with MDPB logo for the dispensers which will use 5-gallon bags of milk with three flavors – whole, chocolate, and strawberry. The fair feeds 500 low income students a day in hospitality tent. In the second part of the proposal the fair is planning a day at a farmer’s market in August for a “Taste of Dairy”. KH suggested that she could provide some photos that could be used. The third part of the grant would be to fund a “Dairy Day” at a local school in June and the fair would sponsor all the milk for that day. They also plan to do an advertising campaign for June Dairy Month including radio, billboard, and online billboard ads. WS asked what the message would be. In summary the grant proposal is for 2 refrigerated milk dispensers, dairy swag (stuffed cows and stress cows), milk, signage, tabling event cost for the farmer’s market, and the advertising. They plan to measure the success by surveying the teachers and tracking the online digital billboards. DW asked what would be the highest priority if we could only partially fund the proposal and Joy said that they would want at least one milk dispenser and could probably drop the farmers market, dairy day, and possibly the advertising. WS asked if the advertising is as impactful as the milk sampling. WS asked how the money allocated for advertising would be spent and Joy responded that it would be divided equally between the three platforms.

Northeast Organic Farming Association Massachusetts (NOFA MA) – Suzie Konecky – \$23,890 NOFA has 7 chapters in 7 states in the northeast and they work with farms of all kinds, gardens of all kinds, and homesteaders, not just organic. They plan to focus on people who don’t have the best perception of dairy farms and educate consumers that dairy farms are environmentally friendly businesses that improve ecosystem services and mitigate climate change. They want to build on the Manomet study, especially on the environmental conservation side, not looking for farmers to do new things but want to highlight what dairy farmers are already doing on their farms in terms of waste management, water conservation, and air quality. The proposal includes hiring somebody to work 5 hours a week to find dairy farmers who are excelling in these areas and highlight them. They plan to offer two educational workshops at the 2020 winter conference, host farm tours and workshops, post 6 articles in newsletters, record 2 podcasts, host a live webinar, post audio recordings of the winter conference workshops, and host a full day educational event with a scientist or dairy farmer. They plan to offer on-farm soil carbon proxy testing, which can be a tool for farmers to understand their positive impact on the soil, and also provide this quantitative information to consumers to show how carbon is being captured in the soil over time as they test over the years. They plan to track how many people attend the sessions at the conference workshops, conduct surveys at the sessions, track downloads of podcasts, and track views of the webinars. DW asked what they would prioritize as most important if we partially funded the grant proposal. Suzie said they could pare down the position to connect with farmers and could cut down on the soil carbon testing, but they wouldn’t want to cut any of the outreach programs. DW asked how they balance between organic and conventional farms where a lot of the farms that they will work with are conventional? Suzie replied that they really already work with all farms and have a lot of non-organic people involved in their conferences. DH asked how do we get this information out to everyone? Suzie replied that it would go out in their newsletter and now they could have the opportunity to reach out to others not in

their normal wheelhouse. JH asked if they have any dairy farmers in mind to have to come talk? Suzie replied that they would use some of the people they have worked with in the past but also use the person they hire to reach out to more people. DW commented that we would like to have input when materials are created and KR should be included in this since we want to be able to see what is coming out with our logo on it. Suzie replied that they do this regularly for other groups they work with. WS asked what NOFA MA can do to best increase the fluid sales? Suzie replied that NOFA plans to focus on environmental issues because that's the part they know rather than focusing on nutrition.

Community Involved in Sustaining Agriculture (CISA) – Claire Morenon – \$50,750.50 CISA's core idea has been focused on using CISA and other Buy Locals to build trust and talk about what is happening in the dairy industry, including sharing dairy farmer stories through social media, websites, and mainstream media like newspapers, television, and radio. They will continue to support film screenings of Forgotten Farms. They have been in touch with Dan Lass and he is available to partner with them for the cost of production study. The economic state of the dairy industry is a cornerstone for how CISA talks about dairy so they will process the information from Dan's study into a usable report. JH asked how do we push consumers towards the supermarkets for local dairy when CISA pushes people towards the farmers markets? Claire agreed that they struggle to get retail stores to use the Buy Local and highlight producers in the stores. DW asked if we were to partially fund the proposal what would you prioritize as the most important parts of the project? Claire responded that the Dan Lass economic research is a must and there is some CISA staff time built in to support him in the research. They would reduce the staff time and possibly how much goes out to CISA Buy Local partners. They would like to do more videos that highlight dairy farms and would need to hire people to help with the technical parts.

Eastern States Exposition (Big E) – Donna Woolam – \$20,700 The Big E is really excited about hosting a chocolate milk day, advertised as the "Best Drink Ever," at the fair on the second Sunday September 22, 2019. Participants will get a light up button with the MDPB logo that says "I Participated in Chocolate Milk Day". The Big E will buy the milk from MA dairy farmers to give away for the event. MA chocolate milk will take over in the farmer's market building for the day. All staff will sample milk, a chef will do recipes to share, and there will be coupons given out across the fairgrounds for a free chocolate milk sample if you go to certain places on the fairgrounds. The coupons redeemed will be a way of tracking the success of the program. The UConn Dairy Team and the MA 4-H Dairy Ambassadors will both be involved in the day and there will be banners at the gates promoting Chocolate Milk Day. Having the day proclaimed Chocolate Milk Day is valued at \$10,000. DW added that it would be fun to have some dairy farmers at the fair that day.

New England Dairy Promotion Board (NEDPB) – Kiley Putnam – \$60,000 The NEDPB is recommending five towns to be onsite with a booth and sampling for Zip Trips for this year with live segments for only two of them in Middleborough (has a dairy farm) and Newburyport (last one of the season). The other towns would be Westborough, Melrose, and Bellingham. MDPB could still be a sponsor for all weeks (music brought by Massachusetts Dairy Farmers). We will get more bang for the buck by moving to a more digital sponsorship rather than the live segments – use native ads, live stream, news promos, and a zip trip webpage takeover for one day. WS if we had somebody who wanted to go and give out chocolate milk could that be done? Kiley responded that yes it could be done and that they give out Cabot cheese every year. WS asked if we could get Fox 25 to promote the Big E chocolate milk day at the time of the event and Kiley responded that we can ask, but she wasn't sure it would happen. The second piece of the proposal is about finding ways to make milk cool again and would involve presence at the KISS Concert in June of 2020. The backstage of the concert could be turned into a smoothie bar or a milkshake bar and we could promote as "milk moments" at the concert. This would give us access to the celebrities who have thousands of followers on social media and could post about the event. We could do a social media sweepstakes for a chance to win tickets or something similar leading up to the event. There will be lots of young people and parents at the event so it has the potential to have a real impact and we have a lot of time to think about the details to really do this right. The total sponsorship to do this event would be \$100,000 but NEDPB will look for other sponsors as they are requesting \$40,000 from the MDPB for the event. MJ asked if there is any guarantee that the celebrities would post about our milk moments and if we could get into the pre-event advertising? Kiley replied that she would have to check on the celebrities but it might be a possibility with some of the lesser known artists. DW asked if we partially funded the project what would be NEDPB's priority? Kiley responded that they have scaled back on the Zip Trips which have been done and would be considered a known, safe project whereas the KISS concert is a little more of a risk; but they would like to take the risk and try something new and fresh with plenty of time to plan the details for next June.

Massachusetts Association of Dairy Farmers (MADF) –Rena Sumner–\$34,100 Phase IV is about building brand awareness and includes strategies for dairy farmers to use the branding for their own success. MADF plans to use the expertise of a marketing and promotion company and wants to talk to farmers to see how to get the word out about the branding. They are looking at using freebies and getting all dairy farmers to use the brand in some way. Parents are driving what kids are eating and we should be out there with a message and information at community events such as races. Rena mentioned the importance of leveraging what we have with what is already happening and the partnership with CISA could really be a home run. MADF plans to assemble a task force and conduct a member survey to see what people are looking for and what they will use. DH asked how far along are we in the process of letting other people use the branding because we have had 3 or 4 people ask about it? Rena responded that we are ready. DW asked if we partially funded the grant what would be most important? Rena replied that it's hard to dice it out as we really need to fund the dairy booth and staff. WS responded that it seems like a package that can't be cut.

The board discussed the FY20 grant proposals.

DW made a motion, upon approval of the NEDPB, to fund the NEDPB proposal fully with \$42,000 being available as of July 1, 2019 and the remaining \$18,000 to be available January 1, 2020 so long as there are funds available. WS seconded the motion and the motion passed.

DW made a motion to fund MADF at \$34,100, NEDFC at \$60,000, the Big E at \$20,700, CISA at \$30,750, NOFA MA at \$12,000, and the Topsfield Fair at \$20,059. WS seconded the motion and the motion passed.

WS suggested that we should look at what we want to approve in the future for giveaways.

DW made a motion that we have a table at the MADF summer picnic at Tully's on August 9, 2019. WS seconded the motion, and the motion passed.

Board Updates: None

Public comment: None

Next Meeting Date:

KR will post a meeting for August 9, 2019 in conjunction with the MADF summer picnic for the coordinator's annual review.

DW made a motion to adjourn the meeting, JH seconded the motion and the meeting adjourned at 2:51 PM.

Respectfully Submitted,
Melissa Griffin | MDPB Secretary