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Massachusetts Dairy Promotion Board 2018 Annual Report

Overview

The Massachusetts Dairy Promotion Board (MDPB) develops programs and policies with the objective of increasing the consumption of Massachusetts dairy products through promotion, research, and educational activities. The nine member board is comprised of representatives from the dairy farming associations, milk processors, the Department of Agricultural Resources (MDAR), and the Executive Office of Administration and Finance (ANF).

2018 Board Members (appointed by the Commissioner of the MDAR)

John Lebeaux	Chairman	MDAR
Mary Jordan	Designee for Chair	MDAR
David Hanson	Vice-Chair	Agri-Mark
Darryl Williams	Treasurer	MA Association of Dairy Farmers
Melissa Griffin	Secretary	Agri-Mark
Lynne Bohan	Board Member	Massachusetts Food Association
Kathleen Herrick	Board Member	MA Association of Dairy Farmers
Jim Hunt	Board Member	MA Milk Producers
Warren Shaw	Board Member	New England Producer Handler Association
Brian McKeon	Appointed	ANF

MDPB Background:

Massachusetts Dairy Farm Revitalization Task Force

On May 10, 2007 the acting MDAR Commissioner, Scott J. Soares issued a Declaration of Crisis in the Dairy Industry as a response to the Dairy Farmer Petition for Relief. One result of the Declaration was immediate action by the Governor and the Legislature to provide emergency relief to dairy farmers and to establish a Dairy Revitalization Task Force. As a result of the crisis conditions, Gubernatorial and Legislative action yielded Chapter 42 of the Acts of 2007, established the Dairy Farm Revitalization Task Force. The Task Force consisted of 17 members including three dairy farmers, six legislators, a milk processor representative, and seven various members of the Executive Branch. The purpose of the Task Force was to:

"...investigate short and long-term solutions to preserving and strengthening the dairy farm industry in the Commonwealth. Said investigation shall include methods to promote the innovation in, and the revitalization of, the Massachusetts dairy farming community, including without limitation, investigating the impact of increased fixed costs borne by the dairy farming community including,

but not limited to, fuel prices, healthcare and insurance; promoting locally produced milk; and promoting alternative and renewable energy uses for farmers.”

On November 9, 2007 a report to the Legislature was filed. The Task Force recommended enacting legislation to establish a **Massachusetts Dairy Promotion Board** (M.G.L. Chapter 310 Sec: 30(a). The Massachusetts Dairy Promotion Board as stated in M.G.L. Chapter 310 Sec. 30(d), assesses a fee of 10 cents per hundredweight of all milk production that is commensurate with the credit allowed for producer contribution to state qualified programs (QP’s) under the Dairy Production Stabilization Act of 1983. MDPB verifies production reports with the National Dairy Promotion and Research Board semi-annually to assure compliance with the assessment provisions of the Act.

In 2018, the following actions were taken by the Board in accordance with the mission to develop programs and policies with the objective of increasing the positive image of Massachusetts dairy products through promotion, research, and educational activities.

2018 Adopted Motions:

Please note that these grants were approved in 2018 to be completed during FY2019.

- Approved allocation of \$60,000 for the NE Dairy & Food Council to provide sub-grants to schools in Massachusetts in connection with the “Fuel Up to Play 60” school wellness and nutrition initiative.
- Approved allocation of \$40,000 for the NE Dairy Promotion Board to implement ‘FOX25’ Zip Trip’ sponsorship and the construction of a new interactive dairy focused exhibit.
- Approved allocation of \$34,517.50 to CISA to leverage the Buy Local Movement to Promote Massachusetts Dairy through educating consumers directly about the challenges and contributions of local dairy farmers.
- Approved allocation of \$24,550 to the Massachusetts Association of Dairy Farmers to complete phase 3 of the trademark process of the “Splash of Mass in Every Glass” promotional initiative.
- Approved allocation of \$11,000 to Eastern State Exposition for promoting Massachusetts dairy industry through various venues including signage, video development and cooking demonstrations.
- Approved allocation of \$20,000 to Essex Agricultural Society DBA Northeast Harvest/ Topsfield Fair to educate community members in Essex and Middlesex counties, and attendees at the Topsfield fair where dairy products come from and the nutritional benefits of dairy as well as providing milk carton as giveaways during the 2019 Topsfield fair. Essex Agricultural Society will also collaborate with two Essex Tech student interns to create dairy quizzes that will be conducted in the dairy exhibit in the cattle barn during the 2019 Topsfield Fair.

Accounting: Revenue vs. Expenses

FY 18 Revenue	\$405,041.74
<i>Beg. Balance (\$217,188.35) + Earned Revenue (\$187,853.39)</i>	
FY18 Expenditures	\$211,034.77
Balance	\$194,006.97