



251 Causeway Street, Suite 500 | Boston, MA 02114  
Massdairy.com | 617-626-1763  
MDPB Coordinator: Katie Rozenas | Katelyn.Rozenas@mass.gov

## Massachusetts Dairy Promotion Board FY 2019 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).

### ***2019 Board Members (appointed by the Commissioner of the MDAR)***

John Lebeaux	Chairman	MDAR
Ashley Randle	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 2019, 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.

**2019 Adopted Motions:**

*Please note that these grants were approved in 2019 to be completed during FY2020.*

- 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 initiative, to increase milk sales and implement dairy-focused healthy eating strategies with an emphasis on increasing school breakfast participation
- Approved allocation of \$60,000 for the NE Dairy Promotion Board to advance the image of MA dairy farmers through the use of FOX 25 Zip Trips segments and promotion at large-scale events, including the Kiss 108 summer concert.\*\* The Massachusetts Dairy Promotion Board votes 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. \*\*
- Approved allocation of \$30,750 to CISA to perform dairy economic research, social media campaigns and video production, and staff support for project oversight which would include synthesizing economic research data and creating an economic report as well as coordination with partners and contractors regarding statewide promotion.
- Approved allocation of \$24,550 to the Massachusetts Association of Dairy Farmers to build brand awareness including strategies for dairy farmers to utilize the “A Splash of Mass in Every Glass” for their value-added success and to showcase the value and viability of dairy farms across Massachusetts.
- Approved allocation of \$20,000 to Eastern State Exposition for hosting “Chocolate Milk Day” on September 22, 2019 during the Big E and providing fairgoers the opportunity to sample chocolate milk and learn more about the nutritional benefits of consuming milk.
- Approved allocation of \$12,000 to the Northeast Organic Farming Association to provide consumer education focusing on the positive contributions that Massachusetts Dairy Farms provide to the environment that improve ecosystem services and mitigate climate change.
- Approved allocation of \$20,059 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 comes from and the installation of (2) milk dispensers to distribute milk during the duration of the 11-day fair.

**Accounting: Revenue vs. Expenses**

<b>FY 19 Revenue</b>	<b>\$377,017.37</b>
<i>Beg. Balance (\$194,006.97) + Earned Revenue (\$183,010.34)</i>	
<b>FY19 Expenditures</b>	<b>\$236,412.83</b>
<b>Balance</b>	<b>\$140,604.48</b>