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Massachusetts Dairy Promotion Board FY 2020 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).

2020 Board Members (appointed by the Commissioner of the MDAR)

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| John Lebeau | 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.

Adopted Motions for 2020:

Please note that these grants were approved in 2020 to be completed during FY2021 however the onset of COVID-19 canceled many of the grants, due to school closures and fair cancelations, as noted below:

- Approved allocation of \$1,000 to Massachusetts Agriculture in the Classroom to fund the creation of one virtual dairy farm field trip which will be accessible for any Massachusetts school to use.
- Approved allocation of \$59,340 to the New England Dairy & Food Council to provide sub-grants to schools in Massachusetts in connection with the Fuel Up to Play 60 initiative, to conduct a live virtual farm tour to be accessible to all New England schools and to work with high school athletic directors, coaches and health professionals to promote the science-based benefits of milk, and other dairy, in fueling athletes of all sorts through Fueling Up with Dairy initiative.
- Approved allocation of \$59,340 to the New England Dairy Promotion Board to promote the image of Massachusetts dairy products through the use of a Mobile Dairy Bar, which will act as an experiential and educational tool that will provide information about local dairy, connect the public with Massachusetts dairy farmers and sample dairy products including fluid milk. This mobile dairy bar will be showcased and used at events throughout the Commonwealth including road races, local fairs, farmers' markets and other retail settings, per approval from Grant Manager (due to COVID-19).
- Approved allocation of \$4,300 for the Bedford Public Schools to fund a pilot program to install and implement the use of a bulk milk dispenser with fluid milk and reusable cups in the 2020/2021 school year at John Glenn Middle School. **CANCELED DUE TO COVID-19**
- Approved allocation of \$14,250 to Eastern State Exposition to promote in partnership with the Big E, the advancement of the image and sales of Massachusetts dairy products by declaring Sunday, September 27, 2020 as "Chocolate Milk Day" and providing fairgoers an opportunity to learn about the nutritional benefits of flavored milk by distributing Commonwealth chocolate milk to attendees on that day. **CANCELED DUE TO COVID-19**
- Approved allocation of \$10,000 to the Essex County Agricultural Society dba Topsfield Fair to promote the image of dairy products by distributing fluid milk from local dairies during the 10-day 2020 Topsfield Fair and placing signage throughout the fair to encourage attendees to consume Massachusetts dairy products. **CANCELED DUE TO COVID-19**
- Approved allocation of \$14,000 to the Massachusetts Association of Dairy Farmers to promote the consumption of Massachusetts dairy products through the sale of Commonwealth dairy including fluid milk, ice cream and shakes in the Massachusetts State Building during the 2020 Big E. **CANCELED DUE TO COVID-19**
- Approved allocation of \$7,770 to the Hampshire, Franklin & Hampden Agricultural Society dba Three County Fair to promote the consumption of Massachusetts dairy products by distributing Commonwealth dairy products including fluid milk and ice cream at the 2020 Three County Fair. **CANCELED DUE TO COVID-19**

Due to the FY21 grant cancelations, the board decided to go back out to bid with remaining FY21 monies in the fall of 2020, where one grant was received and awarded as seen below for the FY21-2 grant.

- Approved allocation for \$50,000 to New England Dairy & Food Council: to fund the following two projects: the first, Raising Gallons for MA Communities, will implement an integrated campaign to increase milk donations to local food banks who are serving an

influx of people as a result of COVID-19. Through the outreach provided, this campaign will also educate consumers about dairy and MA dairy farmers' role in hunger relief efforts and provide sound nutrition education and food preparation tips to help people make the most of their dairy. The second project, Supporting MA School Meals, includes a social media campaign to promote school meals and expand grant support in MA schools as they focus on evolving feeding models, which include serving dairy to students, during COVID-19. The goals of this project are to increase participation in school meals and increase dairy sales in school meals.

Accounting: Revenue vs. Expenses

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|--|---------------------|
| FY 20 Revenue | \$360,927.00 |
| <i>Beg. Balance (\$140,604.00) + Earned Revenue (\$220,323.00)</i> | |
| FY20 Expenditures | \$232,719.00 |
| Balance | \$128,208.00 |