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## Massachusetts Dairy Promotion Board FY 2021 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).

### ***MDPB 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
Jessica Dizek	Board Member	New England Producer Handler Association
Kathleen Herrick	Board Member	MA Association of Dairy Farmers
Krisanne Koebke	Board Member	Massachusetts Cooperative of Milk Producers Federation
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 2021 for MDPB Grant:***

*Please note that these grants were approved in 2021 to be completed during FY2022.*

- Approved allocation of \$3,800 to Eastern States Exposition to promote in partnership with the Big E, the advancement of the image and sales of Massachusetts dairy products by hosting cooking demonstrations using Commonwealth dairy products.
- Approved allocation of \$7,000 to Essex County Agricultural Society dba Topsfield Fair to promote the image of dairy products by distributing fluid milk from local dairies during the 2021 Topsfield Fair.
- Approved allocation of \$38,170 to Massachusetts Association of Dairy Farmers to promote the image of Massachusetts dairy products by updating the MADF booth in the Massachusetts Exposition Building during the 2021 Big E fair while also engaging with visitors via educational videos, cow humor, as well as facts & statistics about the dairy farm industry in Massachusetts.
- Approved allocation of \$50,000 to the New England Dairy & Food Council to grow dairy sales among youth in schools and in the community through an integrated regional campaign dedicated to celebrating local dairy foods and the dairy farmers who work hard every day to bring them to our tables called Milkstache Mondays.
- Approved allocation of \$60,900 to the New England Dairy Promotion Board to promote the image of Massachusetts dairy products through the development and promotion of dairy recipes as well as the implantation of promotional activities such as paid advertising.
- Approved allocation of \$10,130 to the Worcester Area Business Foundation dba Worcester Food Hub to promote the consumption of Massachusetts dairy products by distributing locally sourced Commonwealth fluid milk, along with educational information, to families in need through the Boys & Girls Club of Worcester.

***FY21 Finances: Revenue vs. Expenses***

<b>FY 21 Revenue</b>	<b>\$316,135.55</b>
<i>Beg. Balance (\$128,208.35) + Earned Revenue (\$187,927.20)</i>	
<b>FY21 Expenditures</b>	<b>\$162,093.47</b>
<b>Balance</b>	<b>\$154,042.08</b>