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Massachusetts Dairy Promotion Board FY 2022 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).

2022 Board Members (appointed by the Commissioner of the MDAR)

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
Krisanne Koebke	Board Member	MA Milk Producers
Jessica Dizek	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 2021, 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.

2021 Adopted Motions:

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

- Approved allocation of \$18,240 to Eastern States Exposition to promote in partnership with the Big E, to promote the consumption of flavored milk and educate fairgoers of milk's nutritional value during the 2022 Big E Fair.
- Approved allocation of \$70,760 to the New England Dairy & Food Council to grow dairy sales and build trust among youth in schools through the school meal equipment and marketing grants and Adopt a Cow Program.
- Approved allocation of \$36,000 to the New England Dairy Promotion Board to build Millennial parent's trust of Massachusetts dairy farmers and their dairy products as a sustainable and nutritious food choice for themselves and their families.
- Approved allocation of \$25,000 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 throughout Worcester and Fitchburg.

Accounting: Revenue vs. Expenses

FY 22 Revenue	\$335,805.10
<i>Beg. Balance (\$154,042.11) + Earned Revenue (\$181,762.99)</i>	
FY22 Expenditures	\$251,915.55
Balance	\$83,889.55