

Connecticut Milk Promotion Board

Chair
Steven K. Reviczky
Vice Chair
James Stearns
Secretary
Lucy Nolan
Treasurer
Paul Miller



State of Connecticut
Department of Agriculture
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Connecticut Milk Promotion Board
January 24, 2018
Connecticut Department of Agriculture
450 Columbus Blvd, North Building Conference Room "A"

Members Present: Commissioner Reviczky, Lucy Nolan, Paul Miller, Jim Stearns, Peter Orr
Members Absent: Bob Jacquier and Joe Greenbacker,
DoAg staff: Jason E. Bowsza, Rebecca Eddy and Nathan Wilson
Guests: Heidi Harkhopf, Amanda Aldred and Jenny Karl (all with NEDPB)

- 1) **Welcome** – Commissioner Reviczky called the meeting to order at 10:44 AM. The Commissioner introduced DoAg new staff member, Nathan Wilson. He announced George Krivda left the agency to direct USDA’s Rural Development efforts in CT, MA and RI.
- 2) **Review and approval of Regular Meeting Minutes for October 19, 2017** – Motion made by Mr. Miller, seconded by Ms. Nolan, to approve the minutes as presented. All in favor.
- 3) **Financial report** – Standing balance is \$463,974. The recent expenses included ad solicitation and the domain purchases.
- 4) **Old Business**
 - a. **NEDPB Activity Update:** Heidi Harkhopf, Amanda Aldred and Jenny Karl updated members of NEDPB activity regarding progress with the farm-to-school and Fuel to Play 60 programs
 - Members led discussions on a range of milk issues, including:
 - o Farm-to-school programs and breakfast programs within Connecticut
 - o The Fuel Up to Play 60 program and how to promote it to make sure food service folks know about these programs
 - o Types of milk consumed in schools and educating school personnel to buy CT Grown programs
 - o Why milk/dairy products are important for students to consume as increase student health and function

- NEDPB gave an update on their social media campaign. They shared that there are 5 bloggers talking about NE dairy with 20 blog posts with 560,000 people reached and the potential of 6.7 million exposures.
- NEDPB mentioned some 2018 events to look forward to:
 - o In Q4, there will be a holiday media outreach with 12 days of dairy.
 - o In Q4, Heidi will have 3 TV segments with 257,729 viewers.
 - o In Q1, There will be Ag Day at the Capitol in Hartford, CT.

b. Social media promotional campaign update

- Rebecca Eddy with DoAg listed website domain options for a CT dairy website. MPB members agreed to move forward with the www.ctdairy.org option.
- Rebecca reported there were no DoAg social media updates.
- Board agreed to move forward with Facebook and Pinterest pages.

5. NEW BUSINESS

- a. State budget update** – Commissioner Reviczky - the state budget is in a deficit.
- b. Dairy Sustainability** – Commissioner Reviczky reported that the budget included a CIA sweep of \$5 million in each year if the biennium which will result in cuts to support to CT dairy farmers.
Connecticut Grown Magazine sponsorship – The Commissioner thanked MPB for buying an ad and supporting the CT Grown magazine
- c. June is dairy month** – Members discussed how to promote dairy month. Members agreed to have DoAg reach out to the Hartford Yard Goats. Lucy Nolan motioned to approve the \$5,000 for sponsorship package at the Yard Goats game on June 3, 2018. Paul Miller seconded. No other discussion. Motioned carried unanimously.

Lucy Nolan motioned to approve the MPB report, Paul Miller seconded. Motioned carried unanimously.

6. Next Meeting – April 25, 2018

7. Adjournment – Members motioned to adjourn. Meeting adjourned at 12:05 PM

Respectfully submitted by Nathan Wilson, Executive Assistant April 19, 2018