

MDPB Minutes 12/8/15, MFBO, 249 Lakeside Ave., Marlborough, Ma

Meeting called to order by Mary Jordan at 10:07

Mary introduces John Lebeaux. 10 mths into the job under Baker-Polito admin. Background in landscape and horticulture as well as municipal Gov't.

John appoints Melissa Griffin from Agri-Mark as new MDPB member for a 3 year term, 11/18. Tree Lighting at State House, 12/1. Administration wanted to make it a Massachusetts Holiday. John presents certificates of appreciation to Warren Shaw for supplying Ice Cream and to Lynne Bohan from Hood for providing Egg Nog.

In attendance:

Mary Jordan - Chair
Darryl Williams – Treasurer
Dave Hanson – Board Member
Lynne Bohan—Board Member
Warren Shaw—Board Member
Kathy Herrick—Board Member @ 10:55.
Melissa Griffin – Board Member

Julia Grimaldi, MDPB Coordinator

Not in attendance:

ANF Board Member
Krisanne Koebke – Secretary

Guest:

John Lebeaux, MDAR Commissioner
Barbara Hanley, MCG
Donna Woolam, Big E
Jill Monte, NEDPB

General Business:

Secretary's Report: Motion to accept the minutes from 10/13/15

Motion to accept made by Darryl

Warren 2nd to accept

No discussion

All in favor

Treasurer's Report: numbers as of 12/8/15

Total revenue 2015: \$178,356.19

Total Expenses: \$ 117,488.92

Uncommitted Balance: \$98,393.71 does not include a deposit of \$17,376.76 (made on 12/4)

Encumbered: \$107,947.94

Warren moves to accept treasurer's report

Dave 2nd to accept
No discussion
All in favor

Question about MAC grant. Tax status is fine with MAC. Mary asked that MAC send MDAR and MDPB notification that their non-profit status is in good standings
And who will now do the work and will they be able to fulfill the scope of work by the end of the fiscal year (6/30/15).

Darryl had a conversation with Ed Lawton about paying into the fund. It was clarified the he does pay to the fund regardless of organic or raw.

Julia followed up with Stillman's & Hancock Farm. Stillman's is paid up for 2014.

Finance memo FY16: Fringe increased to 29.17, payroll tax rate increased, indirect 30.8%.

New Business:

John Lebeaux discussed Omnibus Ag Bill as a potential means by which MDPB could take file separate legislation to make a change to MGL Chapter 310 Section 30 (a). MADF legislative agent could facilitate this change. Warren it's worth a conversation to look more closely at the legislation and it should be directed from the dairy farmers. Jason Wentworth legislative at MDAR would know the time line.

#1: Barbara Hanley, MCG: FY16 Grant (Great Cheeses of Massachusetts Retail Program):
\$20,000:

Original program was done called Great Cheeses of New England. VT has a program with a lot of money behind it. Goal is to get people thinking about MA cheese like VT. We have won most awards for artisanal cheese. Work on retail collaterals needed to be done before the start of the contract, 7/1. Roche Bro's promotion was in Oct. - 18 stores. WF (40) will do it in Feb., 10 Winter farmers' markets, & **April** 53 sites. WF – 2 week promotion. Boston Cheese sellers in Roslindale, Verrill Farm – signage and brochures at stores, MA Festival of Cheese at Cyclorama in Oct. 300 people attended. Pairing at BPM Taza chocolate and cheese. Restaurant promotion with Robinson's farm at Park Restaurant & Henrietta's Table has been rescheduled. MCG has 4500 followers.

Warren – UMASS Lowell looking for local products for a store, especially cheese. Barbara – Ready to go with UMASS Amherst for catering opportunities, but they are not set up to use an outside distributor. Cisco is a member now of MCG. Putting together a Ma Cheese Kit.

A no cost contract extension is available if needed to do the promotion at farmers' market during the summer.

#2: Donna Woolam, Big E: FY16 Grant (2015 Fair Sponsorship): \$15,000

Improvements and enhancements to existing exhibits were completed. Methane Digester was much more aesthetically pleasing then last year. Learned more about urban consumers this year

at the fair. More comments and questions. Staff felt more comfortable answering questions. STEM exhibit brings a good crowd, but maybe too many. Farm A Rama 850,000, total 1.35 million people. Down 100,000 since last year. Weather is a huge impact. Gave out 26,000 MOOve Over Fossil Fuels! Brochure. Donna – donate digester exhibit to another source. Maybe Topsfield Fair? Lynne – Consumer confidence, use National Dairy Council and NEDPB for education at the fair.

Butter Exhibit – 25 yrs. destination exhibit & entertainment, it changes every year people are drawn to it. Warren – Butter Sculpture not putting money into dairy promotion, what does it do for dairy farmers? Donna - it's not a market piece. Warren - Is there a way to invest in something better? Donna – replace milking parlor in Mallory Building could be a option for something new, tying in product and production. Big E will always have butter sculpture whether or not MDPB sponsors it is another question. Donna will look for other investment opportunities for MDPB at the fair.

#3: Jill Monti, NEDFC, \$10,500 “Must Be The Milk” (Special Events - Boston Food Festival & Let's Talk About Food & Great American Milk Drive) Consumer information on educational and nutritional values, reach 30,000 consumers, image program through events and milk drive. Show milk is a local food and it's needed at food banks. Boston Local Food Festival attracted over 55,000 people, donations for milk drive only \$229.25 (cash donations). Let's Talk About Food Festival – print and media component with the Boston Globe, goal to increase public literacy around milk/dairy education. Weather resulted in lower attendance than expected. Achieved goals with two events. Some funding are still remaining. New contact at Hannafords at three stores in Chelmsford, Dracut & Lowell in October for Merrimack Valley Food Bank. Raised 232 gallons of milk in donations. Warrens feedback need authentic message from someone at the food bank.

2016 plans for MBTM – build supports for dairy farmers in the region, consumer confidence; create trust results in additional sales for dairy products. Looking to use outreach tools such as paid media and social media, use retailers with point of sales messaging about dairy farmer messaging, and the Great American Milk Drive. How do you do that? Retail is proud of local sourcing around produce; want to get them excited about local dairy products too.

Lunch Break:

Coordinators Updates: Insert from the agenda

RFR- Darryl MADF will assume MDIP work – promotion group worked mainly at the Big E. Now MADF has a marketing committee. They would be eligible if they can keep the money for marketing and promotion separate on the books.

Darryl made a motion for MADF & MDPB annual meeting on March 23rd for \$2,500
2nd Warren
Affirmative Vote

Logo: Logo tag line removed – Massachusetts Dairy Farmers instead of Massachusetts Dairy Promotion Board ask Fuseideas about cost for change in logo and updates to the website.

Darryl: “Forgotten Farms” good bridge between local food systems, about an hour long. He thinks it’s a good film. It gives an understanding of dairy products and the work farmers do to contribute to a local food system.

Darryl: MDIP used to make donations to 4-H, county relay for life – donations of milk from Mapleline, & Scholarships for 4-H kids.

Old Business:

Central Ma/CISA farm tour at Smith’s postponed

Stillman’s Dairy – Paid outstanding contributions for 2014 = \$146.99

Next meeting: March 8th at 10 am MFBO

Public comment:

Meeting Adjourned @ 2 pm

Kathy motion to adjourn

Melissa 2nd it

Respectfully submitted

Krisanne Koebke, Secretary