

MINUTES
SENATE AGRICULTURAL AFFAIRS COMMITTEE

DATE: Thursday, March 09, 2017

TIME: 8:00 A.M.

PLACE: Room WW53

MEMBERS PRESENT: Vice Chairman Den Hartog, Senators Bayer, Guthrie, Johnson, Thayn, Foreman, and Jordan

ABSENT/ EXCUSED: Chairman Rice and Senator Patrick

NOTE: The sign-in sheet, testimonies and other related materials will be retained with the minutes in the committee's office until the end of the session and will then be located on file with the minutes in the Legislative Services Library.

CONVENED: **Vice Chairman Den Hartog** called the meeting to order at 8:06 a.m.

MINUTES APPROVAL: **Senator Johnson** moved to approve the Minutes of February 28, 2017. Seconded by **Senator Guthrie**. The motion carried by **voice vote**.

PRESENTATION: **Idaho Dairy Products Commission (IDPC)/United Dairymen of Idaho (UDI), Karianne Fallow**, CEO, introduced the Chairman of United Dairymen of Idaho Mike Siegerma and Jason Kajkowski, Vice President of Finance for Idaho Dairy Products Commission. **Ms. Fallow** stated that they just received their financial audit for the IDPC and their Board has approved the audit (see Attachment 1). IDPC board is made up of nine dairy farmers, three from each district: District 1 in Southwest Idaho; District 2 the Magic Valley; and District 3 is Eastern Idaho.

Ms. Fallow continued her presentation identifying that IDPC is the marketing and promotion arm for Idaho's Dairy Industry. IDPC works very closely with the Idaho Dairymen's Association and Bob Naerebout, which shares the same vision in protecting and ensuring prosperity in Idaho's Dairy Industry. IDPC does their job of marketing and promoting the finished product. Bob Naerebout and Idaho Dairymen's Association work tirelessly on legislation, legal, and policy work. Together the two agencies represent the 500 dairy farm families across the State and through the cooperation of the two agencies help ensure a prosperous future for the industry.

IDPCs main goal is reaching out to the right influencers to ensure that dairy remains an important part of the human diet. IDPC recently reinvigorated the "Ambassador Program". This program takes five to six young dairy farmers every year and educates them in leadership development and allowing them to sit through board meetings; ensuring a pipeline of leadership for the future. At this point in **Ms. Fallow's** presentation she played a video "Dairy Farmers and Their Families" . This video is part of their consumer confidence campaign. IDPC's mission is twofold: 1) to inspire trust in dairy farming and products; and 2) build demand for high quality nutrient rich dairy products around the world. The trust building is about reconnecting the public with the farmer; putting a face on dairy. This is IDPC third year of campaigning this image which has been well received by the consumer.

IDPC intersection between building trust and demand. The dairy farmers not only in Idaho but across the country have long invested in research on topics of cardiovascular disease, benefits of dairy for diabetes, and another piece of research around refueling the body after intense physical activity with chocolate milk.

Chocolate milk contains the perfect mix of protein and carbohydrate and refuels the body in a way that no other beverage on the market can and its the most natural choice.

IDPC hosted an inaugural sports symposium in cooperation with the Beef Council and brought in exercise junkies and personal trainers where they showcased the book of research available on dairy and beef. One of the guest speakers was the Sports Dietician who works with the Pittsburgh Steelers and Texas A&M. As part of this nutrition and sport message, **Ms. Fallow** played another video that was made to support milk's dietary benefits: "Seventh Annual Gridiron Dreams Football Academy" is a camp formed by athletes for athletes. This camp puts together a staff of former Broncos and as part of this camp they stress the importance of refueling the body for the intense physical activities needed in playing the game of football. Nutrition is huge for endurance and the athlete must plan ahead to fuel the body for the physical activity. It turns out that when you have a bunch of NFL players endorsing your message, it builds a little more excitement for the product with the public.

IDPC has an in-school program for K-12 to inspire good nutrition, healthy eating, physical activity, and academic achievement in the school environment. It also encourages the development of future leaders through the "Fuel Up Play 60 Program". This program has long been funded by dairy farmers, which is a partnership between the National Dairy Council and the NFL. They work in schools to educate students on healthy diets and work with school food service within the schools. IDPC has had great success in schools "Fuel Up Play 60 Program" in the Idaho Schools. In the last year IDPC funded 146 schools through this grant and at these Fuel Up Schools they saw an 86 percent increase in milk consumption, 71 percent increase in cheese consumption, and a 77 percent increase in yogurt consumption. Meeting IDPC mission to inspire trust through the leadership development and build demand. The program is popular in the elementary and middle schools.

The farmers have funded an organization U.S. Dairy Export Council (USDEC) through their check-off dollars. USDEC is in its 20th year and has recently filled the CEO position with U.S. Secretary of Agriculture Vilsack who will bring much influence to this role. Some of the IDPC's marketing outreach have been:

- IDPC hosted a Chinese Media Tour in Idaho bringing in the network representatives, reporters, and camera teams from the equivalent, of America's U.S. Food Network and the Today Show. **Ms. Fallow** played a video of this tour. This marketing effort was to engage China to choose products and dairy from the U.S.
- In May, IDPC in conjunction with USDEC will bring a program to Boise that deals with feeding hungry populations severely malnourished. There is a book of research for the cure rate using milk proteins.
- In building demand IDPC has partnered with farmers in the southeast and a leadership team to influence restaurant menus. In the Atlanta area there are 250 fast growing restaurant chains where IDPC has cohosted events to present the benefits of adding cheese to the menu, innovating new products with cheese, and other topics.

IDPC has also engaged in workforce development as it relates to research for the processors. The processors have needs that are non-competitive in terms of research, new products, how you process foods, and dairy products that meet the demands of the world. IDPC has hired Eric Bashdon from Research and Development of Glanbia Food, Mr. Bashdon is now working on behalf of the farmers to reinvigorate the Western Dairy Research Center at Utah State.

IDPC envisions this Center will address the research needs of the western dairy companies and build a workforce of technical experts that can funnel into the processing plants. These will be individuals with bachelors, masters and Ph.D.s who will work in dairy food science. The Idaho food processors have a need for 72 positions of this caliber over the next two years.

ADJOURNED: There being no further business, **Vice Chairman Den Hartog** adjourned the meeting at 8:29 a.m.

Senator Rice
Chair

Carol Deis
Secretary