

**Sunset Advisory Commission
Board and Commission Review**

The Commission reviews every State board and commission and takes testimony regarding whether each board or commission should continue to operate or be eliminated and whether the powers and duties of any board or commission should be revised. Each board and commission has the burden of justifying its continued operation.

The Commission also reviews whether members of a board or commission should be entitled to a per diem and, if so, the amount of that per diem.

In testifying before the Commission, you should be able to provide the following information:

1. In general, how often does the board and commission meet? Provide specific information on how often the board or commission has met in the past two fiscal years.

Vermont Dairy Producers Council

The Vermont Dairy Producers Council meets twice per year in April and October.

FY 17 – October 19, 2017 and April 19, 2018

FY 18 – October 18, 2018 and April 11, 2018

2. Provide the names of members of the board or commission, their term length and expiration, their appointing authority, and the amount of any per diem they receive.

A list of current members is shown below. Secretary of Agriculture has authority to appoint. Number of representatives associated with cooperatives is based on membership and milk volume.

ALT	John	Barabe	DFA	even
ALT	Dwayne	Lanphear	DFA	odd
VM	Ben	Whitcomb	DFA	even
VM	Jane	Clifford	DFA	odd
VM	Diane	Colvin	IND	even
VM	Jon	Rooney	IND	odd
ALT	Chris	Dutton	Ind	odd
VM	David	Silloway	IND	even
VM	Richard	Hodge	NFO	even
ALT	Ray	Tardiff	NFO	even
Distributor				
VM	Paul	Percy	Agri-Mark, Inc	odd
VM	Robert	Wheeler	Agri-Mark, Inc	even
ALT	Elizabeth	Kennett	Agri-Mark, Inc	odd
ALT	Amy	Richardson	Agri-Mark, Inc	even

VM	Wayne	Hurtubise	St. Albans	even
VM	Chris	Laggis	St. Albans	odd
VM	Mark	Magnan	St. Albans	even
ALT	David	McNall	St. Albans	odd
ALT	Clement	Gervais	St. Albans	odd
ALT	Rebecca	Howrigan	St. Albans	even
VM	Eugene	Audet	Agri-Mark, Inc	even
ALT	Clara	Ayer	AgriMark, Inc	even

3. Provide an overview of the board or commission’s purpose.

The purpose of the Vermont Dairy Promotion Council is to review revenue, hear proposals for distribution and vote to distribute the promotion funds that are collected.

The Council shall administer and enforce this chapter, and to that end shall plan and conduct dairy commodity advertising, publicity, sales promotion, and research and educational projects to increase the consumption of dairy products and to foster better understanding and more efficient cooperation between producers, dealers, and consumers of dairy products, and may contract for advertising, publicity, sales promotion, research, and educational services, and may employ and discharge advertising counsel, advertising agencies, dairy councils, and other agencies on a statewide, regional, or national basis as it shall deem the best interests of the State of Vermont for these purposes. It may disseminate information relating to dairy products and the importance thereof, either directly or through persons or parties contracted with.

4. Is that purpose still needed? What would happen if the board or commission no longer fulfilled that purpose?

The purpose of the council is still needed as language still exists in statute for the collection of the fund.

5. How well is the board or commission performing in executing that purpose? What evidence can you provide to substantiate that performance?

The funds are collected and distributed each year and a report of activities is provided to the council each April. Dairy Promotion activities are completed in VT and the New England states that generically promote dairy products to improve knowledge and consumption of dairy products throughout the region. Examples of activities include school breakfast promotion, Creamee from a Cop and activities such as Jr. Iron Chef, Dairy Festival in Enosburg and Strolling of the Heifers in Brattleboro.

6. If the purpose is still needed, can State government be more effective and efficient if the purpose was executed in a different manner?

The purpose is still needed and there is no other entity in state government that has the same purpose as the Council. The advent of performance-based grants and contracts has improved efficiency and traceability of funds expended.

7. If the purpose is still needed, do any of your board or commission's functions overlap or duplicate those of another State board or commission or federal or State agency? If so, is your board or commission still the best entity to fulfill the purpose?

There is no overlap with other boards and or commissions for the administration of the fund and the promotion of dairy products.

8. Does the board or commission's enabling law continue to correctly reflect the purpose and activities of the board or commission?

The enabling statute correctly reflects the purpose and activities of the council.

9. Provide a list of the board and commission's last fiscal year expenditures including staffing costs. How are these funded?

FY 17 - \$2.75 million

FY 18 - \$2.75 million

Funds are generated through a \$0.10/cwt. rate on all milk produced in the state of Vermont. Amount is dependent on milk production volume in the state per year. All funds are expended through grants and or contracts.

10. Is the board or commission required by law to prepare any reports or studies for the Legislature, the Governor, or any State agency or officer? If so, have those reports or studies been produced? Does the board or commission have ongoing reporting obligations?

The Agency is required to report to the House and Senate Ag committees and the Governor each year. The Agency also reports to USDA and this generic promotion program. Reports have been generated each year.