

* * * Feasibility Analysis of Dairy Processing Plant * * *

Sec. 2. DAIRY PROCESSING PLANT; REPORT

On or before January 15, 2020, the Secretary of Agriculture, Food and Markets shall report to the Senate Committee on Agriculture and the House Committee on Agriculture and Forestry regarding the development of a dairy ~~processing plant in the State~~ marketing assessment for the purpose of increasing the ~~access~~ consumption of Vermont dairy products ~~by~~ to major metropolitan markets in New England and the Northeast. The report shall:

- (1) ~~recommend whether the State should facilitate the development of a dairy processing plant in the State;~~ conduct market research to identify consumer preferences and upcoming trends around dairy products;
- (2) ~~if the Secretary recommends that the State facilitate development of a dairy processing plant under subdivision (1) of this subsection,~~ summarize how the State could facilitate messaging and marketing based on dairy products with additional benefits resulting in higher value resonance with consumers, including health, nutrition, social and environmental benefits development of a dairy processing plant through public-private partnerships, joint ventures, or other economic incentives; and
- (3) identify existing funding sources or economic incentives that could be utilized to fund the development of ~~a dairy~~ trend research and processing plant marketing campaign in key identified markets and sectors; ~~and~~
- (4) ~~include any other information that the Secretary deems necessary for review of the feasibility of developing a dairy processing plant in Vermont.~~