

## **MINUTES**

THURSDAY, NOVEMBER 29, 2012  
LOUISIANA DAIRY INDUSTRY PROMOTION BOARD MEETING  
5825 FLORIDA BOULEVARD  
VETERANS MEMORIAL AUDITORIUM  
BATON ROUGE, LA

### **CALL TO ORDER**

Chairman Lanny Conerly called the meeting to order at 10:12 a.m.

### **ROLL CALL**

LDIPB Director Michelle Estay called the roll.

### **DECLARATION OF A QUORUM**

The presence of a quorum was declared by Chairman Conerly.

### **MEMBERS PRESENT**

PAUL ALFORD  
LANNY CONERLY  
RUSSELL CREEL  
DONNIE FISHER  
ROBERT SHARKEY  
SUSIE SHARKEY  
JERRY SIMPSON

### **MEMBERS ABSENT**

HARVEY BURFORD  
COMMISSIONER STRAIN

### **PUBLIC COMMENT**

Dr. Wayne Gauthier of the LSU AgCenter stated that it is likely dairymen will qualify for all four quarters of the tax credit.

### **APPROVAL OF MINUTES**

A motion made by Jerry Simpson and second by Paul Alford to approve the minutes of the September 12, 2012, meeting. The motion carried.

### **FINANCIAL REPORT**

Michelle Estay read the October 2012 financial report. Donnie Fisher brought to the Board's attention that the \$1,500 dedicated to the Louisiana State Fair is not showing up as being paid on the financial report. Mrs. Estay explained that sometimes the Board is billed late.

A motion made by Donnie Fisher and second by Russell Creel to approve the October 2012 financial report.

Susie Sharkey asked Dr. Charles Hutchinson of the LSU AgCenter about the plans for Dairy Days next year. Dr. Hutchinson informed the Board that St. Helena and Tangipahoa Parishes will remain combined for next year and Washington Parish will remain separate. He said that the plan for Dairy Days will still be the same as what was done in previous years. Dr. Hutchinson said that he will be the coordinator for Dairy Days and will send a letter to the Board when it is time to sponsor the event.

The motion for approval of the minutes carried.

### **XDESIGN ADVERTISING REPORT**

Christine Kennedy and Hunter Territo of XDesign, Inc. updated the Board on promotions they have been working on and presented options to allocate the remainder of the funds budgeted. Mr. Territo requested feedback from the Board about the t-shirts they designed this year. Mrs. Estay stated that the t-shirts sold very well at the Washington Parish Fair, and she sold out of t-shirts sizes adult medium and up. She said that the Board would need to purchase some additional t-shirts in larger sizes for events such as Dairy Days. Mrs. Estay stated that she would let XDesign know how many of each size t-shirt to order.

Mr. Territo advised the Board of updates to the website. He stated that they had a fall and Thanksgiving theme on the website and have recently updated it with holiday recipes.

Mr. Territo presented ideas for developing the Dairy Board mascot. He showed the Board pictures of different cow heads to choose from for the mascot. Board members gave their input on which images they preferred, which looked more feminine. He suggested having a Facebook promotion to name the mascot.

Mr. Territo presented the new Dairy Board iPhone/iPad app to the Board. He explained that it would be a game that is fun for kids and titled "Cow Quest." He stated that the launch would feature just one level, titled "Have You Herd?" This level would involve getting the cow to the barn in which the cow would be running vertically down and as you move your phone, the cow dodges the hay and jumps over fences, collecting stars. Dr. Gauthier suggested using the spelling "Herd" instead of "Herd" so children playing the app would not misspell the word. Donnie Fisher suggested titling the level "Can You Herd?" and board members were in favor of this idea. Mrs. Estay reminded Mr. Territo that the Board is trying to promote consumption and suggested that at the end of the level, show someone drinking milk. Mr. Territo asked the Board what the most important aspects were to highlight in the game levels going forward. Susie Sharkey informed Mr. Territo that dairy farmers do not want cows to jump fences. Board members suggested having the cow dodge the fence or having a fence with the gate open.

Mr. Territo presented in-store promotions to promote the new iPhone/iPad app. The first option was "shelftalk" that would be in 246 stores in Louisiana. Mrs. Estay suggested having a card or something that shoppers could take with them to remember how to get the app. Mr. Territo said that this promotion could be in sections of the stores other than the milk aisle, such as by the cookies or the toys. He said that this campaign would be one month long and that "News America" that would be handling the promotion would check to make sure the promotions are in good condition. The other options that Mr. Territo proposed included "shelftalk banners" that would be in 243 stores in Louisiana; "grocery cart" promotions that would be in 47 stores in the state; and "floortalk" that would be in 170 stores in the state. Mrs.

Estay asked Mr. Territo about the sound on the app. He stated that there would be music. Mrs. Estay suggested that when the cow wins, it moos.

Mr. Territo also presented the option of advertising with Louisiana Radio Network, which would include 28 radio spots in a month long campaign that would run on 56 stations, covering 64 parishes. This would total 1,568 30-second radio spots and reach 1,269,100 listeners.

Ms. Kennedy reviewed their budget with the Board. She described the items approved at the last meeting, explaining that \$56,000.00 was budgeted, \$21,423.75 has been invoiced and \$34,576.25 is still remaining. These items included the 2012 t-shirts (illustrations and printing), XDesign services, the "Face of Dairy," GeauxDairy.com website updates, and the iPhone/iPad app. She advised the Board that \$109,000.00 was the total amount budgeted for FY 2012/2013 and it had been reduced by \$5,000.00 due to the SUDIA cost for milk truck decals. Ms. Kennedy stated that the total amount to be allocated is \$48,000.00.

Mrs. Estay asked how many of the grocery promotions would be done per store, and Mr. Territo advised her that there would be only one promotion per store. Mrs. Estay stated that she never looks at the floor or carts when she is grocery shopping and suggested using the "shelftalk." Donnie Fisher suggested having the promotions in separate months. Mrs. Estay stated that the number of people who saw the ads could be measured by how many people download the app and then the Board could decide if would like to have the grocery store promotions for another month.

Mrs. Sharkey asked XDesign about finding a radio station that could do the same type of promotions that Radio Disney used to do for the Board. Mr. Territo said they could not find another vendor that offered those services.

Mr. Fisher asked Cheryl Hayn of SUDIA if any other states have used these promotion ideas. Mrs. Hayn said that she has not heard of any states that have developed an app, but shelf talkers and grocery cart promotions are currently being tested in Georgia. She stated that "News America" is a reputable company.

Chairman Conerly said that board members would need to make a decision about the \$19,320.00 allocated to radio promotions. Mrs. Estay asked XDesign about the Pandora Radio advertising they had proposed at the last meeting. Mr. Territo stated that people of all ages would be reached with the Louisiana Radio Network advertising, whereas a mostly younger audience would be reached with Pandora Radio. He advised the Board that their best promotion option would be the point of purchase promotions. Mrs. Estay asked XDesign about advertising in grocery store flyers. She suggested that the Board could advertise in circulars of grocery stores that are not in the network where the other promotions will be done, such as Winn Dixie. Mr. Fisher suggested doing one big "shelftalk banner" and one small "shelftalk banner" and having one early in the year and the other later in the year in grocery stores. XDesign informed the Board that the cost of doing both "shelftalk banner" promotions would be \$38,129.11, leaving approximately \$10,000.00 to do other promotions with. Mrs. Estay suggested running the big "shelftalk banner" in February and the smaller one in June. Mr. Territo advised the Board that once the app is built in their office, it has to go through Apple's application process. He said that he is unsure how long this process will take, but the average is about two and a half weeks. Mrs. Estay asked Mr. Territo if the \$15,000.00 budgeted for the app is only for one level of the game. Mr. Territo confirmed that the \$15,000.00 only includes one level of the game, but

once the framework is built, it will be much easier to add extra levels because the foundation is in place. Mr. Territo estimated that extra levels should cost 50-70% of the initial app cost if the same style is kept as the original level. Chairman Conerly stated that the app had already been approved at the previous meeting.

A motion made by Donnie Fisher and second by Russell Creel to do the large “shelftalk banners” for one month for \$23,444.95 and the standard size “shelftalk banners” for a second month for \$14,684.16, reserving approximately \$10,000.00 to add to the promotions or do promotions with other stores. The motion carried.

Mrs. Estay stated that the Board was presented with several opportunities to be in the Sugar Bowl program, Super Bowl program and the USA Today Super Bowl Preview. She stated that to get ads in the Sugar Bowl and Super Bowl programs would cost \$30,000.00 for a half page and \$55,000.00 for a full page. Mrs. Estay said that she was contacted directly by the Sugar Bowl and was offered a full page ad for \$6,000.00. The USA Today ad would be \$2,500.00 for one-eighth page, \$3,500.00 for one-fourth page, and \$7,000.00 for one-half page. The Board decided against doing these ads due to their cost.

## **SUDIA REPORT**

Cheryl Hayn and Rebecca Turner presented the SUDIA report. Mrs. Hayn began the report with updates on the agenda, overall direction, 2013 program plan and budget, strategic initiatives partnerships, new partners, strategic initiatives/areas of work, and the U.S. being a growth market for dairy. Mrs. Turner’s report included “Dairy Everywhere” in schools, “Fuel Up to Play 60” moving forward, “Fuel Up to Play 60” with the Saints, “Coolers for Coaches” being a success, the 13<sup>th</sup> Annual World School Milk Day, getting the dairy message out, school nurses being trained on dairy, the National Medical Association, and the National Academy of Pediatrics. Mrs. Hayn continued her update with information about the New Orleans Saints/Brown’s Dairy, Brown’s extending Fuel Up message, the new Fuel Up milk label promotion, New Orleans Saints/Rotolo’s Pizza, “Dairy Packs Power”-June Dairy Month theme, 2013 JDM t-shirt, Super Bowl XLVII, the D2D re-launch, “Give Thanks 4 Dairy,” “Dedicated to Dairy” info-graphics, dairy farmer homepage, McDonald’s supporting farmers, and tanker decals rolling out. Board members liked the tanker decals with “GeauxDairy.com” on them. They preferred the left side to have the website in black and the right side to have the “dedicatedtodairy.com” in white on the bottom of the picture.

Mrs. Hayn showed a video clip titled “Dedicated to Dairy-Louisiana Compilation.” She then showed the Board a new recipe book featuring board member Susie Sharkey. She stated that SUDIA will develop a bookmark for kids with Louisiana facts for libraries and elementary schools. Mrs. Hayn presented the September 2012 financial report for SUDIA.

## **OTHER BUSINESS**

Mrs. Estay advised board members that they would have to complete ethics training by the end of the year. She gave members a copy of the e-mail that she sent to them a couple months ago with instructions to complete the training online that contained the website link. Mrs. Estay also gave them a copy of ethics seminars scheduled through the rest of the year. She instructed board members that they could either complete the training online or attend a live seminar. Mrs. Estay stated that members could come to the LDAF office in Hammond if they are unable to attend a seminar or complete the training online at home.

Gary Cazaubon of the Louisiana Department of Health and Hospitals updated the Board on tissue residues found in dairy cows. He stated that the FDA was conducting a sampling exercise and there had never been tissue residue in Louisiana until recently. He said that the FDA is doing an extensive investigation of this particular Louisiana farmer. Mr. Cazaubon also advised the Board that he would be retiring in May due to departments being combined.

Dr. Gauthier gave board members a copy of the dairy tax credit assessment. He stated that Commissioner Strain had testified regarding the tax credit and the meeting went very well.

Dr. Hutchinson advised the Board that the Mississippi-Louisiana Dairy Management Conference would be January 10, 2013.

Chairman Conerly suggested to Mr. Cazaubon that his department do a mail out to dairy farmers with information about tissue residue. He advised the board that the Annual Southern Dairy Conference would be held in Atlanta January 22-23, 2013.

### **ADJOURNMENT**

No further comments were made. A motion made by Jerry Simpson and second by Susie Sharkey to adjourn. The motion carried.