



Bringing Dairy to Life!

**Midwest Dairy
Illinois Division Board
Illinois Farm Bureau, Bloomington, IL
December 1, 2021
Minutes**

Members Present: Doug Block, Bill Deutsch, Kristi Dinderman (virtual), Bryan Henrichs (virtual), Amy Hildebrandt, David Jarden (virtual), Kappy Koch (virtual), Don Mackinson (virtual), Glen Meier, Craig Meng (virtual), Brent Mueller, Steve Obert

Members Absent: Mike Chwasczinski, Frank Doll, Kurt Johnson

Others Present: Midwest Dairy Staff: Robin Brown (virtual), Mike Denning, Alyson Fendrick, Selena King (virtual), Molly Pelzer

1. Call to Order

Meeting was called to order at 10:06 a.m. by Chair Bill Deutsch.

2. Roll Call

Roll call was taken by Amy Hildebrandt, and she announced the presence of a quorum.

3. Agenda

Brent Mueller moved, Glen Meier seconded to approve the agenda with a change to move the State Fair discussion before the committee update. Motion Carried.

4. Minutes

Doug Block moved, Brent Mueller seconded to approve the minutes of July 12, 2021. Motion Carried.

Doug Block moved, Glen Meier seconded to approve the minutes of November 1, 2021 with corrections. Motion Carried.

5. New/Unfinished Business

Illinois State Fair

Kendra Anderson provided an update on the Illinois State Fair. The board discussed what went well and what could be improved with dairy representation at the Illinois State Fair. The board also discussed ideas for future fairs.

6. Committee Reports

Corporate Board

Bill Deutsch and Brent Mueller reported on Corporate Board activities, stating the focus is on sustainability and a new relationship with Illinois High School Association.

DMI Delegation

Bill Deutsch reported on behalf of the DMI delegation stating that S/R staff and DMI have collaboration. Barb O'Brien is the new CEO of DMI. There are no elections at National Milk.

7. CEO Report

Molly Pelzer reported on the work with Sales Partners in retail, food service, schools, and processors and coops. She also discussed research being conducted on marketplace trends, consumer insights, nutrition, and the environment. Midwest Dairy is also entering into a 5-year commitment with Mayo Clinic which will provide peer-reviewed studies of full-fat dairy.

8. DEAL Committee

Angie Hildebrandt reported on her experience with the DEAL program and 2021 activities.

9. Local Reports

Kendra Anderson, Robin Brown and Selena King reported on work being done to create checkoff advocates and build farm and community leaders.

10. Adjourn

Brent Mueller moved, Glen Meier seconded to adjourn the meeting at 1:55 p.m. Motion Carried.

Respectfully Submitted,

Amy Hildebrandt
Secretary

Bill Deutsch
Chair