



Bringing Dairy to Life!

**Midwest Dairy
Iowa Division Board Meeting
Iowa Soybean Association, Ankeny, IA
November 3, 2021
Minutes**

Members Present: Pam Bolin, Doug Carroll, Gerrit Davelaar, Dan Dietzenbach, Jeff Dresser, Jolene Duitscher, Alan Feuerhelm, Robert Horst (virtual), Dan Hotvedt, Patrick Jones, Lee Maassen (virtual), Anthony Nunes, Matt Schelling, Jonna Schutte, Larry Shover (virtual), Madison Skubal, Anna Wilson (virtual)

Members Absent: Alan Mensen

Ex-Officio Members Present: None

Ex-Officio Members Absent: Fred Hall

Others Present: Midwest Dairy Staff: Alyson Fendrick, Cynthia Hamlett, Deb Hoffrogge (virtual), Erin Hoisington, Wendy Meck (virtual), Molly Pelzer, Mitch Schulte

1. Call to Order

Meeting was called to order at 10:02 a.m. by Dan Hotvedt.

2. Invocation

Invocation was given by Gerrit Davelaar.

3. Roll Call

Roll call was taken by Jonna Schutte, and she announced the presence of a quorum.

4. Agenda

Alan Feuerhelm moved, Matt Schelling seconded to approve the agenda. Motion Carried.

5. Minutes

Gerrit Davelaar moved, Pam Bolin seconded to approve the minutes of July 8, 2021.
Motion Carried.

Gerrit Davelaar moved, Lee Maassen seconded to approve the minutes of August 5, 2021.
Motion Carried.

6. Financial Reports

Midwest Dairy Iowa Checkoff Update

Wendy Meck reviewed the Midwest Dairy Corporate Financial Statement.

ADA of the Midwest – State Fair Financial Statement

Deb Hoffrogge reviewed the ADA of the Midwest Iowa State Fair Financial Statement.

7. ADA of the Midwest Reports

Iowa State Fair

Mitch Schulte reported on the Iowa State Fair activities and facilitated discussion on new ideas such as adding a frozen yogurt option, purchasing soft serve machines and other ingredients.

ISU Veterinary Diagnostic Lab 2nd Round Funding

Gerit Davelaar moved, Madison Skubal seconded to approve the \$100,000 donation for hallway sponsorship from ADA of Midwest - Iowa. Motion Carried.

Funding Proposal – Endowed Professor at University of Iowa

Erin Hoisington presented a funding proposal to contribute \$30,000.

8. DMI Delegation

Doug Carroll and Dan Hotvedt reported on national activities.

9. CEO Report

Molly Pelzer provided an update on the 2022 Strategic Plan.

10. Local Reports

Midwest Dairy Staff provided updates on Creating Checkoff Advocates, Credentialing Meetings, and Developing Farm and Community Leaders.

11. Committee Reports

Princess Committee

Matt Schelling moved, Gerrit Davelaar seconded to accept changes to eligibility requirements for the Princess Committee (attachment A). Motion Carried

Gerrit Davelaar moved, Jeff Dresser seconded to seat Kendra Moser and approve committee members. Motion Carried.

12. Iowa Food and Family Update

Lydia Zerby provided an update on Iowa Food and Family.

13. Division Specific Business

Decisions on ADA of the Midwest Funding Proposals

Dan Hotvedt facilitated discussion on ADA of the Midwest Funding Proposals. The board would like to know what type of account the ADA funds are in and if interest is being accrued.

Anna Wilson moved, Gerrit Davelaar seconded to pursue ag building hard pack frozen yogurt stand, pending State Fair approval. Motion Carried.

Dan Dietzenbach moved, Gerrit Davelaar seconded to work with Girl Scouts to provide workers for both booths, pending State Fair approval. Motion Carried.

Gerrit Davelaar moved, Lee Massen seconded to keep funding at only \$100,000 for the ISU Vet Diagnostic Lab and revisit the topic in the future. Motion Carried.

Pam Bolin moved, Madison Skubal seconded to support Dr. Linda Snetselaar and the Endowment at the University of Iowa in the amount of \$30,000. Motion Carried.

Approve ADA of the Midwest Budget

Gerrit Davelaar moved, Lee Massen seconded to approve the 2022 budget. Motion Carried.

Board Nominations

Dan Hotvedt facilitated discussion on if an on-farm processor should be included and reminded board members to submit names of potential candidates in case of openings in 2022.

14. Adjourn

Pam Bolin moved, Gerrit Davelaar seconded to adjourn the meeting at 2:28 p.m. Motion Carried.

Respectfully Submitted,

Jonna Schutte
Secretary

Dan Hotvedt
Chair

CURRENT Eligibility Requirements

Candidates can compete in the state dairy princess contest representing a county or breed association. There are three ways a candidate can be eligible to compete in the Iowa Dairy Princess Contest:

1. Candidate represents a county promotion board or state dairy cattle breed association.
2. Candidate participated in the 2020-21 Iowa Dairy Princess contest representing a county promotion board or state dairy cattle breed association and is eligible to participate in the 2021-22 contest again representing the same association.
3. Candidate resides in a county where there is not an active dairy promotion board that holds a dairy princess contest and meets all the eligibility requirements and would like to enter to represent the county where she lives. If more than one candidate from that county applies, the Iowa Dairy Princess Advisory Council will make a selection from the written applications.

Additionally, candidates must have an active interest in the Iowa dairy industry. To meet this requirement, they must meet one of the following criteria:

1. Either the candidate or the candidate's parents or guardians must be actively engaged in the production of milk for sale to a licensed plant at some time during the current year prior to the county or breed association contest. Candidate can still qualify if a brother or sister has taken over the family farm. The farm must contribute to the Iowa dairy promotion checkoff.
2. Either the candidate or the candidate's parents or guardians must own dairy cattle that are actively engaged in the production of milk for sale to a licensed plant at some time during the current year prior to the county or breed association contest.
3. The candidate's parents or guardians are employed on a dairy farm. Employment for the parent or guardian must be regular part time or full time (at least 10 hours per week) in the year of the contest. The farm must contribute to the Iowa dairy promotion checkoff.

4. The candidate is employed on a dairy farm. Employment must be regular part time or full time (at least 10 hours per week) in the year of the contest. The farm must contribute to the Iowa dairy promotion checkoff.

Finally, candidates must meet all the following criteria and maintain these requirements throughout reign as Iowa Dairy Princess or Alternate. If there are any questions about these criteria, contact the Program Coordinator. The Midwest Dairy – Iowa Division Board has final decision-making authority on any questions of eligibility.

- Must not have been Iowa state dairy princess or Iowa state dairy princess alternate in any previous year.
- Must be single, never married.
- Must not be pregnant or have had any children at any time prior to the contest or during her reign.
- Must be at least 17, but not older than 24 years of age by August 1, 2021.
- Must have completed at least junior year of high school prior to participation in state contest.
- Must not have a felony conviction or be on probation for crimes of moral turpitude (conduct considered contrary to community standards of justice, honesty or good morals); or have any current offenses involving the use or possession of alcohol, illegal drugs or tobacco.
- Must be a genuine user of dairy products and a passionate supporter of the dairy industry.
- Must not participate or be associated with the sale of raw milk directly to consumers.
- Must be an Iowa resident. If the candidate is attending college out of state, she will still qualify if she considers her parent's home her permanent address.

PROPOSED Eligibility Requirements

Candidates can compete in the Iowa Dairy Princess contest representing a county or breed association. All candidates must have an active interest in the Iowa dairy industry. There are three ways a candidate can be eligible:

1. Candidate represents a county dairy promotion board or state dairy cattle breed association as a princess or first alternate princess.
2. Candidate participated in the 20XX- XX Iowa Dairy Princess contest representing a county dairy promotion board or state dairy cattle breed association and is eligible to participate in the 20 XX - XX contest again representing the same association.
3. Candidate resides in a county where there is not an active dairy promotion board that holds a dairy princess contest and meets all the eligibility requirements and would like to enter to represent the county where she lives. If more than two candidates from that county apply, the Iowa Dairy Princess Advisory Council will make a selection from the written applications.

Additionally, candidates must meet all the following criteria and maintain these requirements throughout reign as Iowa Dairy Princess or Alternate. If there are any questions about these criteria, contact the Program Coordinator. The Midwest Dairy – Iowa Division Board has final decision-making authority on any questions of eligibility.

- Must not have been Iowa Dairy Princess or Iowa Dairy Princess Alternate in any previous year.
- Must be single, never married.
- Must not be pregnant or have had any children at any time prior to the contest or during her reign.
- Must be at least 17, but not older than 24 years of age by August 1, 20XX.
- Must have completed at least junior year of high school prior to participation in state contest.
- Must not have a felony conviction or be on probation for crimes of moral turpitude (conduct considered contrary to community standards of justice, honesty or good

morals); or have any current offenses involving the use or possession of alcohol, illegal drugs or tobacco.

- Must be a genuine user of dairy products and a passionate supporter of the dairy industry.
- Must not participate or be associated with the sale of raw milk directly to consumers.
- Must be an Iowa resident. If the candidate is attending college out of state, she will still qualify if she considers her parent's home her permanent address.