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PUBLIC MEETING OF THE  
NEVADA DAIRY COMMISSION  
TRANSCRIPT OF PROCEEDINGS

Thursday, May 21, 2015  
Sparks, Nevada

Reported By: SUSAN E. BELINGHERI, CCR #655

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APPEARANCES

COMMISSION MEMBERS

Christopher Cook - Chairman  
John Collier, Commissioner  
Troy G. Crowther, Commissioner - Via Videoconference

Lynn Hettrick, Deputy Director, Dept. of Agriculture  
Kathy Easley, AA3  
Anna Vickrey  
Rebecca Allured, PIO  
Bryan Stockton, Deputy Attorney General

Al Trace, Dairy Farmers of America

Kimberly Whitfield - Via Videoconference  
Damon Hernandez - Via Videoconference

Commission Meeting - 5/21/2015  
Nevada Dairy Commission

1 SPARKS, NEVADA; THURSDAY, MAY 21, 2015; 1:03 P.M.

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4 CHAIRMAN COOK: Let us convene the May 2015  
5 meeting of the Nevada State Dairy Commission.

6 Mr. Hettrick, would you open the  
7 proceedings, please.

8 MR. HETTRICK: Yes, sir, Mr. Chairman.

9 This is the time and place set for the  
10 regularly scheduled meeting of the Nevada State Dairy  
11 Commission for the month of May, 2015. This meeting has  
12 been scheduled and noticed in compliance with the  
13 pertinent statutes, including the Open Meeting Law.

14 A copy of the agenda has been handed to the  
15 court reporter with the request that it be a part of the  
16 official transcript of these proceedings.

17 My name is Lynn Hettrick, deputy director  
18 for the Department of Agriculture. Present today are  
19 Christopher Cook, chairman of the Commission; Troy G.  
20 Crowther, member of the Commission; John Collier, member  
21 of the Commission.

22 Those who present statements or evidence to  
23 the Commission during this meeting are requested to  
24 first be acknowledged by the chairman and to identify  
25 themselves for the record.

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1 CHAIRMAN COOK: Okay. Would you proceed to  
2 the first agenda item, please.

3 MR. HETTRICK: The first item on the agenda,  
4 Mr. Chairman, is public comment.

5 CHAIRMAN COOK: Okay. Anybody from the  
6 public care to comment at this point? Mr. Trace, do you  
7 want to do it now, or would you care to wait until the  
8 end?

9 MR. TRACE: It's up to you, Mr. Chairman.

10 CHAIRMAN COOK: Since we have no license  
11 applications, we might as well go ahead and listen to  
12 your contribution.

13 MR. TRACE: Okay. It will be very short.  
14 I'm Al Trace from Dairy Farmers of America, and I'll  
15 just report on two things.

16 I'm happy to report that our dairy, finally,  
17 in Smith Valley is up and running. Thanks everyone here  
18 for your help. He's milking 2,200 cows right now. He  
19 moved cows in, 2,200 cows, in less than a week. Moved  
20 in like gangbusters.

21 His first pick-up was May 3rd. Some of that  
22 milk is actually coming to Model Dairy in Reno. It's  
23 direct ship. It's what we call our super-tankers,  
24 8,500-gallon quads. So I think two, three loads -- he's  
25 shipping two loads a day right now. I'm not sure what

1 percentage is coming to Model and what percentage is  
2 coming to Fallon. But the good news is he's up and  
3 running.

4 He plans on ramping up to 3,500 cows rather  
5 quickly. By September 1st he will be at his capacity,  
6 3,500 cows. It's still very much an active construction  
7 site. There's a lot going on there, landscaping, still  
8 working on the hospital barn, and just odds and ends.  
9 So that's all good news.

10 So we have another -- I spoke to Anna, so I  
11 know I can say this. I wanted to make sure she knew  
12 this. We have another dairyman moving in on an empty  
13 facility in Fallon. It's a facility that's been sitting  
14 empty up there for quite a few years. We have a DFA  
15 member from California who has purchased that, and he  
16 wants to be in production by July 1st.

17 He'll be probably starting off with 1,000  
18 cows. There's 500 heifers there right now. They're due  
19 to freshen July 1st. And he's moving in another five or  
20 six hundred from his home farm in California. So -- and  
21 he'll ramp up to 1,500 probably by, I don't know,  
22 September, October.

23 So I think, Mr. Chairman, that's all I can  
24 really -- I would say our spring flush is over. That  
25 includes California too. We were marketing 470 loads of

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1 milk a day. We dropped to 400 and, I think 460, and we  
2 expect that to go down to 450 rather quickly. It seems  
3 to drop off as fast as it -- and I would say that our  
4 Fallon plant did help us this year with our flush. Last  
5 year we did send milk to Idaho from California. This  
6 year we can drop it off in Fallon. So it's kind of  
7 bittersweet. It's almost good that we didn't have the  
8 Nevada milk, at the time, because we found a home for  
9 our California milk.

10 MR. HETTRICK: We're going to try to ruin  
11 that for you next year.

12 MR. TRACE: Yeah. It will be ruined. That  
13 is our plan. That's still our plan.

14 So that's, that's my report. Unless there's  
15 any questions.

16 CHAIRMAN COOK: Can you speak to how the  
17 product of the plant is selling and how that market  
18 is --

19 MR. TRACE: Yeah. Yeah. Right now the  
20 market is in the tank. The price of powder on the world  
21 market is, is down, really bad. We've got product  
22 sitting in the port in China that's yet to be unloaded.  
23 There's some bureaucracy, paperwork going on. That's  
24 because they've over-bought, and I think it's just, you  
25 know, some red tape. But it's a good thing for us

1 because we have now sent product to Vietnam, to South  
2 America, and I think -- well, Argentina, that's in South  
3 America. So it's opened up our other avenues.

4           When we first built the plant, we said we  
5 didn't want to put all our eggs in one basket, i.e.  
6 China, which is our three major customers, Yili, Wahaha  
7 and Want Want. You'd think I made those names up, but  
8 they're -- and before you know it, we kind of got caught  
9 up in that. And then the backlog, if you will, that was  
10 created in China, forced us, for lack of a better word,  
11 to look for other alternatives. So in some sense,  
12 that's been a good thing.

13           But, you know, it's the marketplace.  
14 Unfortunately, our member price sort of follows that,  
15 that pricing. So the members we're paying -- the price  
16 we're paying our members in Nevada now is, I think we  
17 talked about it last -- you know, it's down. Our  
18 crystal ball says it probably won't come back up this  
19 year. A little bit towards the end of the year. These  
20 prices are pretty much spot on from what we say also.

21           So, yeah. But, you know, we look at it, I  
22 mean, we're here to stay. We built the plant. And it's  
23 not a year-plant, two-year-plant, we're 30, 50,  
24 100 years. So things are cyclical and it's a volatile  
25 market, and we know that, so we have other plans. And

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1 so we're kind of used to playing this game, if you will.

2 COMMISSIONER COLLIER: Can I ask a question?

3 How do you market worldwide? Do you have a sales

4 organization that does that?

5 MR. TRACE: Correct. We have a sales team

6 that we have, actually, we've had glued to the ground

7 for several years now in China. I guess, I guess it's

8 not confidential, but we're probably going to have

9 bricks and mortar in China next year, I would imagine.

10 We've exported, we have 33 factories across

11 the United States similar to Fallon. Fallon is the only

12 one of its kind making that particular special powder.

13 But we have exported from some of our other plants in

14 the last ten years. Not to the extent of the Fallon

15 plant. So we've had some experience with that.

16 But to your point, we have a team that

17 probably makes a visit, in this case we're talking about

18 China, every six to eight weeks they're actually

19 physically there talking to people, building

20 relationships. Because it can be a slippery slope.

21 It's one thing to sell our milk to Model Dairy in Reno,

22 which we do, but when you sell your milk across the

23 pond, you want to make sure you have a great

24 relationship with those people. Social media is a great

25 thing, but you want to build relationships.



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1                   So we've been well-established there  
2 probably in China proper for the last five, six, maybe  
3 seven years.

4                   COMMISSIONER COLLIER: So does that same  
5 team sell in South America --

6                   MR. TRACE: Correct.

7                   COMMISSIONER COLLIER: -- and in Europe?

8                   MR. TRACE: Correct.

9                   MR. COLLIER: All over the globe.

10                  MR. TRACE: They're our global, global dairy  
11 products group, is what we refer to them as. And that's  
12 their area of expertise, is exporting in the global  
13 marketplace.

14                  COMMISSIONER COLLIER: When you talk about  
15 you're going to build a bricks and mortar facility in  
16 China, are you going to build a plant?

17                  MR. TRACE: No, no, no. An office.

18                  COMMISSIONER COLLIER: You're just talking  
19 about --

20                  CHAIRMAN COOK: A permanent presence.

21                  COMMISSIONER COLLIER: -- an administrative  
22 office.

23                  MR. TRACE: Correct.

24                  COMMISSIONER COLLIER: A marketing office.

25                  MR. TRACE: A marketing office. To save

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1 flying back across. You know, those type of --

2 COMMISSIONER COLLIER: And you'll have  
3 people on the ground there.

4 MR. TRACE: Yeah.

5 COMMISSIONER COLLIER: They'll be there 365.

6 MR. TRACE: Right. We do now, just one  
7 person, but we'll build a team a little bit as we, you  
8 know, grow our business there.

9 CHAIRMAN COOK: The milk powder that you're  
10 sending is whole milk.

11 MR. TRACE: Whole milk powder and skim milk  
12 powder.

13 CHAIRMAN COOK: And it gets reconstituted.  
14 Does it go through a pasturization process there? I  
15 understand it's shelf stable.

16 MR. TRACE: Yeah. The product we're sending  
17 out is a two-year shelf life. And what they do with it  
18 there, I'm not quite sure. Each one of those companies,  
19 you know, they could put it in baby formula, they  
20 could -- yeah. I can't quite honestly --

21 CHAIRMAN COOK: I'm just curious if there  
22 was a potential for shipping that powder to Hawaii, for  
23 example, and reconstituting back --

24 MR. TRACE: Oh, I believe there, I believe  
25 there would be, you know. You know.

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1 CHAIRMAN COOK: Because I know that's what  
2 the Western Dairy Specialties was, one of their markets  
3 initially was.

4 MR. TRACE: You know, we're by no means a  
5 major player. This is a very small plant, as plants go,  
6 two million pounds per day. Which is a small plant, you  
7 know. And that was by design. I mean, we're just --  
8 like I said, we've exported before, bits and pieces from  
9 other plants, but never, you know, 99 percent of the  
10 product out of one plant, like it is here. So we're  
11 kind of sticking our toe in the water.

12 And I think, no secrets about it, we do have  
13 plans. I mean, we have, we can do phase two of this  
14 plant if, if need be. I mean, if things work out well  
15 for us here and abroad, both.

16 So, so to your question, Mr. Chairman, I  
17 believe you could send it to Hawaii, yeah.

18 CHAIRMAN COOK: Yeah. Just seeing the  
19 difficulty and the expense they have of getting --

20 MR. TRACE: Oh, yeah.

21 CHAIRMAN COOK: -- adult fluid milk in the  
22 Islands is --

23 MR. TRACE: One of our dairymen in Idaho  
24 actually has a dairy farm in Hawaii, on the Big Island,  
25 and he's milking up to, I think 1,500 cows now. And

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1 it's just challenges, challenges, challenges. You know,  
2 as dry as it is here in the desert, it's wet there, and  
3 that creates its own set of problems. And he gets a lot  
4 for his milk, but, I mean, his costs are -- it just kind  
5 of washes out. His cost are incredibly high.

6 CHAIRMAN COOK: You don't find a lot of  
7 alpha in Hawaii.

8 MR. TRACE: No. No. It's very interesting  
9 to talk to him, though. Yeah.

10 CHAIRMAN COOK: Very well. Thank you.

11 MR. TRACE: You're welcome. Thank you.

12 MR. HETTRICK: And Mr. Chairman, I was  
13 remiss in not formally introducing Rebecca Allured. For  
14 the folks down there who can, just are seeing Rebecca,  
15 she's the new PIO for the Department of Agriculture.  
16 She started on the 11th. And since we were having a  
17 meeting today and since she hadn't had an opportunity to  
18 attend one of our wonderful meetings, I invited her to  
19 come join us and kind of get to meet everybody and get  
20 her feet on the ground in regard to the Dairy  
21 Commission. So if we get questions or whatever, she's  
22 at least got some idea what we do and what we're about.

23 CHAIRMAN COOK: Okay.

24 MR. HETTRICK: Anyway, for your benefit, I  
25 just wanted to introduce Rebecca.

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1 CHAIRMAN COOK: All right.

2 MR. HETTRICK: All right. Item number two  
3 for possible action, we have approval of the minutes for  
4 April 16th, 2015. There's a sheet in your packet, minor  
5 changes. And so it would probably be appropriate, Mr.  
6 Chairman, to accept a motion to approve the minutes.

7 CHAIRMAN COOK: Okay.

8 MR. HETTRICK: With the changes.

9 CHAIRMAN COOK: I will entertain a motion.

10 COMMISSIONER COLLIER: Mr. Chairman, I move  
11 we accept the minutes of the meeting of April 16th with  
12 the following corrections that are so noted. And --

13 COMMISSIONER CROWTHER: Second.

14 CHAIRMAN COOK: Okay. Having a motion and a  
15 second and no dissenting votes, the motion carries and  
16 the minutes are accepted.

17 MR. HETTRICK: All right. Mr. Chairman,  
18 next on the agenda, staff report. It's supposed to be  
19 presented by me, but I think the biggest part of the  
20 report and the one they're probably most interested in  
21 is Damon's report in regard to the budget.

22 So if, Damon, you want to go ahead with  
23 that, and then I'll probably have a few comments when  
24 you're done.

25 MR. HERNANDEZ: Okay. Damon Hernandez, for

1 the record. Just a brief budget summary report  
2 year-to-date. Net revenue year-to-date is currently at  
3 \$541,250.10. Net revenue year-to-date, excluding the  
4 balance forward at the beginning of year, is at  
5 \$75,074.10. Projected net revenue at fiscal year-end,  
6 again excluding the balance forward, is at \$207,070.36.  
7 And projected balance forward at the end of the fiscal  
8 year is \$673,246.36.

9 MR. HETTRICK: Anybody have any questions in  
10 regard to that? I would --

11 COMMISSIONER CROWTHER: I --

12 MR. HETTRICK: Go ahead, Troy.

13 COMMISSIONER CROWTHER: I have a question.  
14 Net revenue year-to-date is \$75,000, and yet the  
15 projected net revenue is \$270,000. We only have, what,  
16 a month and a half left in the fiscal year? What, what  
17 is, what's going to cause us to more than double our net  
18 revenue over the previous several months in the next  
19 month and a half?

20 MR. HERNANDEZ: Well, basically, it's off  
21 the software projections at the beginning of year, and a  
22 lot of things have happened over the past ten months, or  
23 nine months, basically, that this covers. But we still  
24 have, we still have two more months to go, so a lot of  
25 things could happen between now and then. Plus at

1 fiscal year-end. So that's about as good an answer I  
2 can give you as far as -- it's based off the projections  
3 at the beginning of the year.

4 MR. HETTRICK: And we do get two months of  
5 revenue, because we get to keep revenue through the  
6 month of July, because it was due in the month of June.  
7 So we'll actually have two full months of revenue, plus  
8 the month of May. So we're actually still going to get  
9 May, June, and July. We've got a full quarter that's  
10 going to go in there. So it's possible we'll reach  
11 pretty close to that number.

12 I, I think the issue that -- and that was  
13 the comment that I wanted to make -- is that we need to,  
14 we're going to have to address here pretty soon, is that  
15 the projected revenue right now, or balance forward at  
16 the end of the fiscal year, even if we're off by  
17 \$70,000, it is going to be \$600,000, and that's going to  
18 be a number that's going to be unacceptable to the LCB.

19 So what we, we know in our budget, it has  
20 been approved, we're going to get a microbiologist.  
21 We've just got to do it. But we can't do anything about  
22 it until the actual budget cycle begins, based on the  
23 State rules. So we have to sit here, even though we  
24 know it's approved, and we have to wait until July 1  
25 before we can start doing anything.

1 Same thing is true of our trailer. In our  
2 budget we have a trailer to move Moolisa around. We  
3 found it, we're prepared to move forward on it, but we  
4 can't do anything until July 1. By the State rules,  
5 until we're in the new budget year, we can't. Can't  
6 even talk to them about ordering it. It violates the  
7 rules. So we are sitting here until July 1. July 1  
8 we're going to start trying to get this back down to  
9 where we don't hurt ourselves.

10 And, and I want to back up and say Moolisa  
11 is spelled M-o-o-l-i-s-a, just to make sure you --  
12 that's our plastic cow that we take to various events.

13 And the other thing we want to do is, and  
14 we're arguing with them to do this is, is we want to  
15 reclassify Anna and Lisa, because their duties have gone  
16 up but their pay has not, and their requirements have  
17 gone up, the training has gone up, the hours have gone  
18 up. Everything has gone up except the pay. So we are  
19 trying to reclassify those two positions.

20 But we're getting a huge fight, because  
21 every time we try to do any of that they think it's just  
22 an attempt to raise pay. And in this case it is an  
23 attempt to raise pay, but it's because they've got  
24 increased work. So it's not just an attempt to raise  
25 pay, it's an attempt to pay for the job that's being



1 done.

2 So anyway, we're working on it. We know  
3 that this balance forward is going to be an issue. And  
4 we're, we'll do what we can as fast as we can to keep it  
5 in mind.

6 Anna wants to speak now.

7 MS. VICKREY: And there's a couple of things  
8 I'd like to look at as far as what we're doing in the  
9 laboratory. With some communications with the powder  
10 plant, we have a possible opportunity to pick up some of  
11 the testing that they are sending out. They are sending  
12 it out of state. If we could keep it in state, it would  
13 be a significant cost savings to them. And I was, I was  
14 given the privilege to see what kind of testing they're  
15 sending out, and they're probably paying out a good  
16 \$30,000 to \$60,000 a month.

17 MR. HETTRICK: Wow.

18 CHAIRMAN COOK: Holy smokes.

19 MS. VICKREY: Yeah. So if we could obtain  
20 the equipment to do some of that testing -- it, you  
21 know, it could run us around \$75,000 to \$100,000. We  
22 have an opportunity to pick that business up. So, you  
23 know, there's some potentials there that we could  
24 explore.

25 And also, you know, as far as the

1 reclassification, we did go through and I did go to  
2 personnel and I wrote up a new classification series  
3 that I thought fit us better, because we've been in an  
4 environmental health specialist classification series  
5 that has been part of the health department for many,  
6 many years. And when we came over to the Department of  
7 Agriculture, Donnell, my supervisor, had met with  
8 personnel and said, "You know, we're bringing in all  
9 these new groups. We need to make, you know, a lot of  
10 classification changes." And they said, "Okay. Go  
11 forward with it."

12 So that's what I did. I was the first one  
13 to put in for those classification changes. And  
14 unfortunately, in that time frame, all those folks with  
15 personnel left, so it was all denied. So now we're back  
16 to they're trying to fit us in some other job specs,  
17 just kind of piecemealing it. So I don't know if it's  
18 going to go anywhere or not. Yeah.

19 MR. HETTRICK: All we can do is try.

20 MS. VICKREY: Yeah.

21 COMMISSIONER COLLIER: Can I ask a question?  
22 This money is generated from the, the people who, from  
23 the retail market; is that correct?

24 MS. VICKREY: Uh-huh.

25 MR. HETTRICK: Most of all of it.

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1 COMMISSIONER COLLIER: This is taxes off of  
2 what, what is sold in this state.

3 MR. HETTRICK: Correct.

4 COMMISSIONER COLLIER: What are we doing as,  
5 as a commission, what are we doing to help those folks?

6 MR. HETTRICK: Well, John, before you got  
7 here we actually went through and, Troy and Chris were a  
8 part of this, but we went through and -- I forgot at the  
9 moment -- we gave them back at least a half a million  
10 dollars in taxes, where we just flat went back and said,  
11 "Your average payment for the last 12 months is "X" and  
12 we're giving you back "X" months' of your payments --

13 COMMISSIONER COLLIER: Is, is that --

14 MR. HETTRICK: -- to reduce your tax.

15 COMMISSIONER COLLIER: Is that all we're  
16 obligated to do for them? Are we obligated to help them  
17 market milk, or --

18 MR. HETTRICK: No. We don't market milk.  
19 That's the, that's the Utah Nevada Dairy Council that  
20 actually markets --

21 COMMISSIONER COLLIER: They're in charge of,  
22 that's their responsibility?

23 MR. HETTRICK: Yeah. Our function, they get  
24 a regular, they get a regular check-off --

25 COMMISSIONER COLLIER: Okay.

1 MR. HETTRICK: -- to do the milk marketing.  
2 Our responsibility is to promote the viability of the  
3 dairies. To the extent that that means enhancing  
4 marketing, we would. However, the market exists, so  
5 right now we're not too excited about spending money on  
6 the marketing in that vein, the actual fluid milk  
7 consumption vein.

8 Marketing, us indicating we'd market powder,  
9 we'd have to be going to China or Vietnam or Argentina,  
10 so that's not going to happen. So we're not in that,  
11 kind of in that ball game.

12 We did eliminate the tax on butter  
13 altogether. We've been, we've been slowly -- what's  
14 happened here is with the move we have cut our expenses  
15 immensely, and as we've cut the expenses we've tried to  
16 cut the taxes to go along with it and keep things in  
17 control.

18 But at the same time, we knew we wanted to  
19 do the lab. We have this opportunity with the lab. And  
20 then we definitely need a microbiologist, and there's  
21 going to be some record keeping materials that are going  
22 to be -- so we have to get a computer and some software  
23 and some things to go with that. We can justify why we  
24 are where we are, but if it goes another year, we're  
25 going to start running into problems. They're going to

1 start coming to us and saying, "You can't do this."

2           So we definitely want to use this in a way  
3 that benefits the dairies. We think this would be a  
4 huge benefit if we could save some money for the plant  
5 out there. And we could do it. The numbers that Anna  
6 just quoted you, if we spent \$75,000 for equipment, or  
7 \$100,000 for equipment, and even at the minimal rate of  
8 \$30,000, I know it's not all profit, but even at the  
9 minimal rate, we would be getting that money back well  
10 within a year. And it would be a benefit to them and to  
11 us. And we would be in a position where we'd have to  
12 reduce taxes even more.

13           So ultimately we're going to look to reduce  
14 taxes, but not until we know we're in the position where  
15 we aren't going to come back and raise them again later.  
16 Because that would be really bad. That would be the one  
17 thing we do not want to do, is lower them and then have  
18 to come back a year later and raise them.

19           MR. TRACE: Is there some good dialogue  
20 going on between the plant folks and, and you?

21           MS. VICKREY: Uh-huh.

22           MR. TRACE: Good. Good.

23           MS. VICKREY: Yes.

24           MR. HETTRICK: It's a good thing for both of  
25 us.

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1 CHAIRMAN COOK: Essentially it's a draw for  
2 additional processing plants, if we could provide a lot  
3 of the testing.

4 MR. HETTRICK: It would be an obvious one  
5 them to be able to flop over and do this one. If we can  
6 do the milk, if the testing saves money over what they'd  
7 be doing anywhere else, it's a good thing. So --

8 MR. TRACE: I know everybody around this  
9 table knows this, and I don't want to embarrass Anna,  
10 and she works with a lot of other people other than us,  
11 but I just want to go on record saying her and Lisa are  
12 awesome. They're incredibly helpful to us. We so much  
13 appreciate them and their professionalism.

14 CHAIRMAN COOK: So do we.

15 MR. HETTRICK: We know that, but we  
16 appreciate it when you come in and say it. Yeah, we  
17 definitely appreciate it.

18 CHAIRMAN COOK: Underscore that part of the  
19 minutes and send it to the legislature, the --

20 MR. HETTRICK: He's going to put it in --

21 CHAIRMAN COOK: -- LCB and personnel --

22 MR. HETTRICK: -- with the re-class. Okay.  
23 We tease about that, but --

24 CHAIRMAN COOK: I have a question of the  
25 actual versus projected on the revenue side. Is that,

1 Darren [sic], is that projected to-date, to the fiscal  
2 year, year-to-date, or is that for the entire calendar  
3 year, or the fiscal year?

4 MR. HERNANDEZ: So actually, the period goes  
5 from, the actual portion of the entire projection goes  
6 from July 1st through April 28th. Because we have  
7 actuals booked through the end of April. We're  
8 currently in May, so those don't include May. And then  
9 May and June's actuals are projected.

10 So this is, like, out of the 12 months of  
11 the year, ten months of those are actuals and two months  
12 of those are still projected.

13 CHAIRMAN COOK: Okay. Okay. So you're just  
14 showing, basically, two months left in the fiscal year  
15 on the projected side, but the actual is the ten months.

16 MR. HERNANDEZ: Yes.

17 CHAIRMAN COOK: Okay.

18 MR. HERNANDEZ: Yes.

19 COMMISSIONER CROWTHER: Is there some way  
20 that we have to where we could solicit from our  
21 licensees just ideas about what their needs are, what  
22 they would like to see from us? You know, for example,  
23 you know, the starling program. That seems to have been  
24 quite a success, and a need that they had, that the  
25 farmers had to get that done. Perhaps there are other

1 needs and we can, by soliciting them, we can maybe draw  
2 those out. Is there a way we have to do that?

3 MR. HETTRICK: There's no reason, Troy, that  
4 we could not, essentially, survey -- and we're talking  
5 about 33 producers. We're not talking about a lot of  
6 people. We could easily survey them and just say, you  
7 know, "We were pleased" -- I think it's actually a good  
8 idea, because I think we can say, "We were pleased to be  
9 able to support the starling program, and we're  
10 wondering if there are other functions that, that would  
11 fall within our bailiwick, within the statute" -- so  
12 Bryan doesn't have a heart attack here, we've got to be  
13 careful -- "within the statute to promote the viability  
14 of dairies that we could do that would be, you know,  
15 fall within the statute."

16 We can't just go out and advertise or some  
17 of those things. It has to be, you know, pretty  
18 specific to the producer. And has to, or be to promote  
19 the viability of the producers.

20 COMMISSIONER CROWTHER: But, I mean, correct  
21 me if I'm wrong, but the statute is actually to promote  
22 the viability of the dairy industry, which includes  
23 producers and processors, as well as other --

24 CHAIRMAN COOK: That's true.

25 COMMISSIONER CROWTHER: -- all licensees.



1 Perhaps we expand that request and solicit from, from  
2 the other licensees as well.

3 MR. HETTRICK: I think in the sense of  
4 reducing the taxes, we did that directly back to the  
5 licensees, and individually by their actual tax. And  
6 that, I think, was just a simple tax reduction, and that  
7 we could do. My only concern, and Bryan can correct me  
8 if I'm wrong, but I'd be concerned that we go in and,  
9 and say we're going to help a distributor, or anybody  
10 else, who handles something else, some other product,  
11 and now are we getting into having to decide how much  
12 revenue we can spend because 50 percent of his business  
13 is distributing nondairy. And I'm not sure we can, we  
14 want to get into that. Very bad.

15 I hear where you're going, Troy. I totally  
16 agree. I mean, I think we, we've really changed over  
17 the last three or four years here to try to truly go out  
18 and promote and try to help get things done. Going to  
19 the World Ag Expo. We started that three years ago with  
20 you guys saying, "Yeah, let's do it." Moolisa going to  
21 the schools. I mean, it's a long-range program, but  
22 it's something that attracts a lot of attention. And,  
23 and people call us up and ask for Moolisa to go places.  
24 It's great. And, you know, those are the kinds of  
25 things, they were not done four years ago, three,

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1 four years ago. None of that was done. So we're making  
2 an effort to go that way, but I think we just have to be  
3 careful.

4 But, yeah, I don't have a problem, for sure,  
5 with going to the producers, they're a hundred percent  
6 dairy, and, you know, see if what, see if they do  
7 anything.

8 Beyond that, as I say, Bryan, maybe you'd  
9 like to weigh in on some of that.

10 MR. STOCKTON: No. I agree with you, it's  
11 just going to depend on what you're doing and when. So  
12 Dennis will have to review that just to make sure it's  
13 in keeping with --

14 MR. HETTRICK: The statute.

15 COMMISSIONER CROWTHER: Well, even, even if  
16 we went just so as far as producers and processors, I  
17 think that still keeps us well within the dairy  
18 industry, as far as what they do.

19 CHAIRMAN COOK: What is our threshold for  
20 re-examining or revisiting the whole tax holiday issue?

21 MR. HETTRICK: We can revisit the tax  
22 holiday any time we want.

23 CHAIRMAN COOK: I know there was some  
24 reluctance to --

25 MR. HETTRICK: There was a feeling of

1 that --

2 CHAIRMAN COOK: -- doing that last year.

3 MR. HETTRICK: Yeah. There was a feeling  
4 from the governor's office that rather than rebating we  
5 should lower the tax. And we're all right with that,  
6 except that we knew, moving over here, we were going to  
7 experience different things, and maybe unexpected  
8 things. But we also knew we wanted to put in this lab.  
9 And at that time when we first moved over on the last  
10 budget cycle, when we went through this, they, we told  
11 them, "We can't tell you exactly what the lab's going to  
12 cost. We anticipate around \$100,000. That's going to  
13 come right out of reserves. That's not in the budget."  
14 And they went along with us. They've gone along with us  
15 on that thus far.

16 But these numbers are getting up to a point,  
17 I think the total revenue projected was, what, a million  
18 five? And our expenses are running -- what are we  
19 running, about \$850,000, \$900,000? They're not going to  
20 let us run with those kind of numbers. They normally  
21 tell you your reserve can be three months of your  
22 operating. So if operating is \$70,000 a month, 840 a  
23 year, we're supposed to have 210, and we've got 670  
24 projected. We are, we are significantly over.

25 And unless we're going to come up with some

1 expenditures that benefit the industry -- and I think  
2 the microbiologist would do that. I definitely think  
3 we're helping processors if we could do this testing.  
4 Because we probably could do the same testing for Model.  
5 I'm sure they must have to send some stuff out too.  
6 And, I mean, there are a lot of ways we can do this and  
7 help.

8                   It's almost, it's almost funny. It's very  
9 difficult. The way we're set up, a dairy -- and Anna,  
10 you correct me if I'm wrong on the numbers -- but a  
11 dairy in this state right now pays \$150 a year for our  
12 services, if I'm not mistaken.

13                   MS. VICKREY: Anywhere from \$75 to \$150 a  
14 year.

15                   MR. HETTRICK: Total expenditure for a  
16 dairy. When you tell that to a California diaryman,  
17 they just about fall off their chair. They can't  
18 believe it.

19                   This system has been set up to do what John  
20 said. Our tax was put onto the retail side, not on the  
21 dairymen. And that was set up decades ago. We didn't  
22 do that, but that's the way it was set up. So our  
23 dairies benefit hugely just from the expense. I mean,  
24 you can't send Anna out to one of these dairies one time  
25 for \$75, let alone \$75 a year. And we've got three

1 people who are doing that, because we also have Erica in  
2 the south who's doing the, the processors down there and  
3 the, the dairy down there. So, I mean, they're  
4 definitely already receiving huge benefit in the State  
5 of Nevada based on the tax structure.

6 MS. VICKREY: Another, another thing to  
7 mention is the milk plants are paying \$500 a year.  
8 That's it. If you were to go to California, they're  
9 charging for reinspections. And somebody quoted, I  
10 think, \$25,000 a year for an average milk plant in fees  
11 to inspect them. So our industries are really  
12 benefitting from this program that we have.

13 MR. HETTRICK: Yeah. We're doing everything  
14 we can to keep the dairies viable and keep them in  
15 business, and that, our fee structure is doing that  
16 right now.

17 MS. VICKREY: And you've got to remember,  
18 every state is going to have a fee structure. You know,  
19 New Mexico, for example, if you sell into the state from  
20 your milk plant, let's say Nevada wants to sell to New  
21 Mexico, it's a \$2,000 fee for our Nevada plant just to  
22 be able to sell into New Mexico. So even though it's  
23 not structured the same, they're still garnering fees  
24 to, you know, to help their industry.

25 MR. HETTRICK: Yeah. We charge it per

1 pound, rather than a flat fee. But, you know, it's -- I  
2 think, I mean, I totally agree with you, Troy. We all  
3 want to promote the industry and do everything we can,  
4 but I think we have to realize what the real structure  
5 is and what we have right now. They're benefitting  
6 immensely right now from the way we're structured.

7 We just need to do our very best to utilize  
8 the reserves we have to promote what we can do to help  
9 this continue. Reduce costs for that plant. Make it as  
10 viable as we can make it, that's a 20- to 40-year window  
11 that these guys have a guaranteed market, for that plant  
12 during the depreciation cycle. And that's the best  
13 thing we can do for these guys right now, is to give  
14 them a future. We're making all their dairies worth  
15 money.

16 Up until that plant went in over there, a  
17 guy closed a dairy here, or tried to sell a dairy here,  
18 you could forget that. They were worthless. That's why  
19 Jernigan's sat empty for years.

20 MR. TRACE: Yeah.

21 MR. HETTRICK: They were worthless because  
22 they had no market. And now they have a market and  
23 they're valuable, and people are coming back and buying  
24 Jernigan and building new.

25 MR. TRACE: There's a future.

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1 MR. HETTRICK: Yeah, there's a future here  
2 right now. So we're doing them a lot of good. It's  
3 just not as directly as you might like, Troy, but we're  
4 doing them some good.

5 COMMISSIONER CROWTHER: Sure, I understand  
6 that. I just, as we -- again, I point to the starling  
7 program, and perhaps there's other just temporary things  
8 like that that we can solicit input as to what, what's  
9 needed.

10 CHAIRMAN COOK: Yeah. Well, there's a lot  
11 we've been doing for the producers, a little bit for the  
12 processors, but we're not doing a whole lot for the  
13 retail or distributor licensees who are paying a lot of  
14 this. That seems to be more on the marketing side of  
15 things, which is out of our purview. So we don't have  
16 the authority to do much in that regard, other than  
17 extend an occasional tax holiday to them, or, or  
18 possibly reduce the assessments.

19 MR. HETTRICK: Over, over the last two and a  
20 half years they have received about \$600,000, between  
21 butter and the reduced taxes, in rebates to their taxes.  
22 That's on an income of about a million, million and a  
23 half a year during that time. So let's say over the  
24 four years, or three years, it was four and a half  
25 million, and we gave back \$600,000. I can't think of a

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1 single state agency that you can, this state or any  
2 other, that gave back that percentage of revenue over  
3 the last three years.

4 CHAIRMAN COOK: Yeah.

5 MR. HETTRICK: I think you guys have been  
6 more than generous in trying to help the retailer.

7 COMMISSIONER COLLIER: What happens to that  
8 money, though? I mean --

9 MR. HETTRICK: The flat-out rebate --

10 COMMISSIONER COLLIER: No. No, no. I  
11 understand that. The point I'm trying to get at is:  
12 What happens, who, who takes that money away from the  
13 Commission? Or who takes that money away from this  
14 budget? Is it the State that takes it away and uses it  
15 for other purposes?

16 MR. HETTRICK: A very good question. In  
17 2009, yes, the State swept the reserves and pulled --

18 COMMISSIONER COLLIER: So that's --

19 MR. HETTRICK: -- reserves out for every  
20 state agency --

21 COMMISSIONER COLLIER: So that was in 2009.  
22 What about 2015?

23 MR. HETTRICK: They can sweep it if they  
24 want to. The language still exists. And whether or not  
25 they would try to sweep it, I don't know. I think they



1 would have to treat us all the same, or they'd be  
2 looking pretty, it would be looking pretty funny to come  
3 in and just treat the Dairy Commission that way.

4 What's more apt to happen, John, is they're  
5 going to come in and say you will cut taxes, one way or  
6 another. And I don't want them to do that at the  
7 expense of us doing these new programs, getting people  
8 in here that we need and the opportunity to move  
9 forward, one. And two, I don't want them to do that  
10 with a meat-ax approach and force us to come back two  
11 years after that say, "You went too far and now we have  
12 to raise taxes." I do not want us to get in that  
13 position.

14 COMMISSIONER CROWTHER: Just for, if I can  
15 just refresh memories, of course Chris will remember  
16 this, there was, we did offer some push-back on that  
17 back then when they were going to sweep those funds,  
18 and, including getting legal counsel involved. And so  
19 what happened was they just changed the statute --

20 MR. HETTRICK: Yup.

21 COMMISSIONER CROWTHER: -- to make it more  
22 legal, I guess, for lack of a better term.

23 MR. HETTRICK: You're really kind, Troy.

24 CHAIRMAN COOK: More what? More legal?

25 MR. HETTRICK: More legal, yeah.

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1 CHAIRMAN COOK: Is that like being more  
2 pregnant? Well, is that legal or not?

3 COMMISSIONER COLLIER: If that's the case,  
4 why don't you build a better budget to spend that money  
5 down?

6 MR. HETTRICK: Because every time we do, we  
7 have to go to the legislature and get approval, and we  
8 can't get approval on the budget. If we could just up  
9 the budget, we'd spend the money. We'd have a  
10 microbiologist now, and a trailer, and we'd have a whole  
11 lot of things.

12 CHAIRMAN COOK: Which is a perfect segue to  
13 a question I have for Anna.

14 MS. VICKREY: Yes?

15 CHAIRMAN COOK: How long will it take, if we  
16 move forward with this trying to take over some testing  
17 for the Fallon plant, to get up and running? Do we have  
18 to go through LCB and the legislature and all that, or  
19 are we looking at, or the next legislative cycle before  
20 we --

21 MR. HETTRICK: No.

22 MS. VICKREY: No. We could -- I don't think  
23 we can actually do anything until October, first off.  
24 And then, you know, it's a process to get the approvals.  
25 But we can, we can get that done. We can get it done if

1 we need to.

2 CHAIRMAN COOK: Can we demonstrate that with  
3 an investment of \$75,000 to \$100,000 we can then  
4 generate a revenue stream --

5 MR. HETTRICK: Yeah. Anna was able to  
6 demonstrate that on the existing plant. Because we had  
7 the exact same questions. We weren't doing the testing  
8 before. We paying \$30,000 a year -- not a month, a  
9 year -- for the testing through UNR. We went in and  
10 spent about \$110,000, or a little more, and, and then  
11 some training and stuff that Anna and Lisa have taken.  
12 But we're now sitting here, we lost the \$30,000, which  
13 is going to pay for our equipment in about four years.  
14 That's a pretty good return on investment, 25 percent.

15 If we were talking about \$120,000 more and  
16 \$30,000 a month, you know, we would be talking about  
17 doing a -- it's not all profit, again, but just using  
18 the raw numbers, you know, it would, I think we can  
19 easily demonstrate that it's well worth spending the  
20 money to do this. And the additional service and the  
21 fact that it would reduce their costs. The other side  
22 of the, of the --

23 MR. TRACE: Sure.

24 MR. HETTRICK: -- the issue here is this is  
25 beneficial to both sides of us. So it's a good thing.

1 And, you know, I know DFA would come in and say, "Yeah.  
2 Help us out here, and we'll help you out. We'd rather  
3 spend the money in Nevada." And I'm sure they would.

4 CHAIRMAN COOK: Well, are we initiating this  
5 process, or --

6 MR. HETTRICK: We're happy to go forward. I  
7 mean, she's negotiating with them now to see what we can  
8 go and -- I think that was part of why Al asked if there  
9 was an open dialogue going on, so that we can be talking  
10 back and forth, deciding, Anna can look at equipment.  
11 Obviously she's looked at some, because she has prices  
12 and numbers. So, yeah, we'd love to move forward with  
13 that.

14 CHAIRMAN COOK: Well, I expect to come in  
15 here in the next six months and see everybody walking  
16 around in white lab coats and --

17 MR. HETTRICK: October. We'll work on it.  
18 We do have to go through IFC. It's not, that additional  
19 testing is not in the budget today. But it wasn't in  
20 the budget the first time we did it. And what we do is  
21 you have to go to the interim finance committee and you  
22 have to say, "We can spend 110- or 20,000, we can get  
23 \$30,000 a month worth of business. We think this will  
24 pay for itself over this period of time. And oh, by the  
25 way, it's good for DFA, the producers for the industry.

1 And I think IFC will approve it, and we can move  
2 forward, but it does take time.

3 CHAIRMAN COOK: It also gives us one more  
4 pitch to try to lure somebody else in here --

5 MR. HETTRICK: Absolutely. One more reason  
6 to be here.

7 MS. VICKREY: Yeah.

8 MR. HETTRICK: So anyway, we're all on the  
9 same page. We'd, we'd love to promote and we'd love to  
10 lower taxes, we just don't want to get ahead of the  
11 curve. That's all.

12 CHAIRMAN COOK: All right. Well, thank you.  
13 Is there more on --

14 MR. HETTRICK: I don't have anything else,  
15 unless Damon does or Kimberly does.

16 MR. HERNANDEZ: I think we're good.

17 MR. HETTRICK: All right. Next is  
18 consideration of other matters. I think we've probably  
19 covered that between the comments that have been made.

20 So fifth is the formal public comments and  
21 discussion at the end of the agenda.

22 MS. VICKREY: I forgot to give my little  
23 update.

24 MR. HETTRICK: Oh. I'm sorry.

25 MS. VICKREY: I got talking about too many

1 other things. I apologize.

2 I was able to attend the National Conference  
3 for Interstate Milk Shippers in Portland in April, and  
4 out of 100 proposals, about 49 were passed. Five of  
5 those we did to align ourselves with the new Food Safety  
6 Modernization Act. Because originally the Food Safety  
7 Modernization Act wanted to eliminate the pasturized  
8 milk ordinance and just kind of bundle us in with them.  
9 And we really had to fight that for the dairy industry,  
10 because our program works really, really well.

11 So what we're trying to do is get some good  
12 language put into our documents so that we don't have to  
13 meet again in another six months and change our language  
14 again and do all the voting again. Because all the  
15 states have to be present to do those votes. So we're  
16 very glad to see those pass.

17 And unfortunately for the dairy farmers  
18 around the country, there's always a proposal to reduce  
19 the somatic cell counts from 750 to 400,000. That did  
20 not pass yet again. And the vote is actually getting  
21 split farther, you know in the other direction.  
22 Fortunately for us, we already reduced ours to 400,000  
23 to help with international sales. And I hope that's all  
24 going pretty good.

25 We did start up a pilot program to look at

1 testing of other drug residues in milk. Right now all  
2 we're testing for is beta-lactams in general. So FDA  
3 put in a couple proposals that were saying that we all  
4 had to start testing for these other drugs. And that  
5 would put a huge, huge, burden on the industry, because  
6 if we say that it has to be done, then every single  
7 facility that's bringing in milk has to test for all  
8 those different drug residues.

9 So they put into a pilot program. So we're  
10 going to see how that goes over the next two years, and  
11 there will be some recommendations at the next  
12 conference.

13 The other one, you know, just changing our  
14 water testing. We've always tested for total coliforms.  
15 And we're aligning ourselves with the EPA changes, and  
16 now we're going to start testing those waters for E.  
17 coli instead. Because it's more, it's going to give you  
18 a better indication of a contaminant. Where total  
19 coliforms, you're going to have certain coliforms in  
20 your water, regardless. So it's the fecal coliforms  
21 that can be of concern.

22 So that's about it. You've already done my  
23 update on the new dairy opening, so --

24 MR. TRACE: Did I steal your thunder?

25 MS. VICKREY: You did.

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1 MR. TRACE: Okay.

2 MS. VICKREY: No, I'm kidding.

3 MR. TRACE: Refresh my memory, does the  
4 NCIMS meet every other year?

5 MS. VICKREY: Every other year, yes.

6 MR. TRACE: Okay. And then if I may ask,  
7 the push-back on the somatic cell, I know it has been,  
8 and typically I was always of the impression that it  
9 came from the south eastern United States -- is that  
10 fair? -- not wanting to lower it. I mean, without  
11 throwing that group under the bus; is that fair?

12 MS. VICKREY: You can throw them under the  
13 bus --

14 MR. TRACE: Yeah.

15 MS. VICKREY: -- because that's correct.

16 MR. TRACE: Yeah.

17 MS. VICKREY: Well, they're claiming that  
18 because of their humid weather conditions --

19 MR. TRACE: Right. Right.

20 MS. VICKREY: -- that the dairymen can't  
21 control the somatic cell counts. None of us believe it.  
22 I think the biggest push-back now is that this is a  
23 quality concern and not a public health concern, and so  
24 that, I think, is why it's become such a big split.

25 MR. TRACE: Right.



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1 CHAIRMAN COOK: Somatic cells are an  
2 indication of stress the animal is under; right?

3 MS. VICKREY: Animal health. There could be  
4 infection in one of the utters, like mastitis, staph or  
5 strep. And, you know, it's treatable. But if they  
6 don't treat them and they don't catch it in the animals,  
7 you're going to see more of those cells in the milk  
8 itself.

9 And that's about all I have.

10 CHAIRMAN COOK: All right.

11 MR. HETTRICK: Any questions?

12 CHAIRMAN COOK: Any other comments?

13 COMMISSIONER CROWTHER: We have a public  
14 here.

15 MS. VICKREY: Oh.

16 CHAIRMAN COOK: Our favorite public.

17 MR. ANDERSON: I'm Dave from Anderson Dairy.

18 Mr. Chairman, members of the Commission, our school  
19 district here in Southern Nevada, the Clark County  
20 School District, is holding a symposium, or an expo, in  
21 the late summer or early fall, and they asked if we  
22 might be able to participate somehow in what they're  
23 presenting to other school districts around the country.

24 And they asked if we might have something of  
25 interest or something that might demonstrate where milk

1 comes from, and I happened to think of the mechanical  
2 cow that -- and I, I really don't know in whose  
3 possession the cow is, if that's the Dairy Commission or  
4 if we have access to it for rent or to use for their  
5 demonstration. So that's the purpose of my, my being  
6 here, is to ask that question.

7 MR. HETTRICK: The dairy cow is in the  
8 mutual control of the Dairy Commission and Department of  
9 Agriculture. We're using it for both kinds of functions  
10 at various times. And the rent is zero. You're  
11 welcome -- all we need from you is a request and we put  
12 it on a calendar. And we will need to arrange how to  
13 get it down to you, but we will be happy to work on  
14 that.

15 MR. ANDERSON: And that would be great. And  
16 Lynn, if we need to come up and pick it up, we can do  
17 that.

18 MR. HETTRICK: We'll work out something.  
19 We'll talk with you, work it out one way or another.  
20 But the rent is free and we just need to get it down  
21 there. Erica will be thrilled. She'll get her chance  
22 to work with Moolisa.

23 MR. ANDERSON: If the rent is free, do you  
24 have two?

25 MR. HETTRICK: Bring on the business, we'll

1 bring on the cows.

2 CHAIRMAN COOK: One thing you don't want is  
3 you don't want Lynn to drive it down.

4 MR. HETTRICK: Yeah. Have you heard my  
5 story, Dave?

6 MR. ANDERSON: Well, we'll take good care of  
7 her.

8 MR. HETTRICK: Let me very quickly tell you  
9 my story. I shouldn't do it on the record, but I will.  
10 We had a request from the Winnemucca school district to  
11 have me bring the cow out to Winnemucca here in early  
12 June, as I recall. No, I'm sorry. Early April. And so  
13 I came up here, got to work at about 5:45 in the  
14 morning, hooked on -- she was all hooked up to one of  
15 the State trucks.

16 I pulled out of the yard here and started  
17 down the freeway toward Winnemucca, and suddenly looked  
18 up in the mirror and saw that Moolisa was acting a bit  
19 perturbed. And the next thing I knew, Moolisa passed me  
20 going down the freeway, on the trailer, which had become  
21 disconnected from the truck. And she went down the  
22 freeway about a half a mile before she came to a stop.

23 We had cars and vehicles stopped all over  
24 the freeway. We had, we had the news crew out. We  
25 had -- there was quite a sight. It was very

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1 interesting. Fortunately, Moolisa was unharmed. It did  
2 cost us \$300 to get her out of the tow yard.

3 MR. TRACE: She didn't milk that well that  
4 night. She was out of production.

5 MR. HETTRICK: Her somatic cell count --

6 MR. TRACE: She was under stress. Her  
7 somatic cell was very high.

8 MR. HETTRICK: Yeah, her somatic cell was  
9 way up. But anyway, it ended up being pretty harmless.  
10 The worst of it was that in the freeway a truck coming  
11 by was not paying attention, it was very dark in the  
12 morning, about 6:00, and he all of a sudden saw a cow  
13 standing in the freeway, so he slammed on his brakes.  
14 And cars behind him started backing up, and about the  
15 fourth car back didn't see any of this and ran right  
16 into the back of a pick-up, severely hurting the guy and  
17 totaled his car. And he was cited for not paying  
18 attention.

19 So it was, that was the worst of it. Best  
20 of it was, it was, overall, beyond that, pretty harmless  
21 and very funny. But we won't do that again. We'll try  
22 to get it down to you without having Moolisa escape.

23 CHAIRMAN COOK: We should have our new  
24 trailer by then.

25 MR. ANDERSON: We will be very careful.

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1 CHAIRMAN COOK: Nice to see you, Dave.

2 MR. HETTRICK: We'll work it out, Dave.

3 Thanks for the request. We'll get her there.

4 COMMISSIONER CROWTHER: I have a question,  
5 though. If this is -- it sounds like a pretty big  
6 symposium, is it, or --

7 MR. ANDERSON: I don't know exactly what all  
8 the details are.

9 COMMISSIONER CROWTHER: I'm just wondering  
10 if there's more than just having Moolisa there that we  
11 want to have, can or want to have a presence.

12 MR. ANDERSON: There might be that  
13 opportunity. If you want to me to get further  
14 details --

15 COMMISSIONER CROWTHER: What do you think,  
16 is that something that --

17 MR. HETTRICK: Absolutely. We'll send,  
18 particularly if it's about milk, specifically, we'll  
19 send the Dairy Commission booth down and, obviously, you  
20 know, provide whatever personnel we can to help promote.  
21 Absolutely.

22 MR. ANDERSON: That would be great.  
23 Appreciate the support.

24 MR. HETTRICK: Happy to do it.

25 CHAIRMAN COOK: Our pleasure.

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1 COMMISSIONER CROWTHER: Who should he  
2 contact about Moolisa and all this, just Lynn directly,  
3 or --

4 MR. HETTRICK: I would go to Kathy.

5 COMMISSIONER CROWTHER: Kathy.

6 MR. HETTRICK: She can go to the front and  
7 put it on the calendar for you. Kathy knows what we're  
8 talking about, she's sitting right here, so she's  
9 familiar with it. So if you go to Kathy and just tell  
10 her what you want, Dave, and the dates, when you have  
11 them, or what else is available, she can put the  
12 information out to those of us, and we'll figure out how  
13 we're going to deal with it.

14 CHAIRMAN COOK: Why don't we have a Moolisa  
15 in the north and a Moolisa in the south?

16 MS. EASLY: That's a good idea. We have --

17 COMMISSIONER COLLIER: I mean, there's  
18 \$673,000 here. I mean, I'm thinking, you know --

19 CHAIRMAN COOK: If you take --

20 COMMISSIONER COLLIER: -- there's a little  
21 money there.

22 CHAIRMAN COOK: -- you get it spent and get  
23 the money authorized --

24 MR. HETTRICK: We can take a run at it.

25 COMMISSIONER COLLIER: I mean --

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1 MR. HETTRICK: I mean, I don't mind --

2 COMMISSIONER COLLIER: I mean, you guys are  
3 worried about this going away.

4 MR. HETTRICK: We'd also have a back-up  
5 Moolisa, which wouldn't be all bad.

6 MR. TRACE: Higher feed costs that way, too,  
7 John.

8 COMMISSIONER COLLIER: You have a place down  
9 there to put it.

10 MR. HETTRICK: We'll take a look at that,  
11 because we do have --

12 COMMISSIONER CROWTHER: Yeah. I think  
13 that's a good suggestion, because just after having  
14 seen, at least the Southern Nevada calendar over the  
15 last few months --

16 CHAIRMAN COOK: Oh, yeah.

17 COMMISSIONER CROWTHER: -- there's literally  
18 opportunity almost every weekend.

19 COMMISSIONER COLLIER: Yeah. Yeah.

20 COMMISSIONER CROWTHER: The fair,  
21 Helldorado. I mean all these events that --

22 MR. HETTRICK: Yeah, I think we --

23 CHAIRMAN COOK: Probably a good idea.

24 COMMISSIONER COLLIER: Yeah. I'm wearing my  
25 public relations hat here.

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1 MR. HETTRICK: I think what we ought to do  
2 is agendize that as a suggestion that the Commission  
3 would like to do next time, and then do --

4 CHAIRMAN COOK: We would need another  
5 trailer.

6 MR. HETTRICK: Well, the trailer is already  
7 in the budget.

8 CHAIRMAN COOK: For this Moolisa. If we  
9 have a southern Moolisa.

10 COMMISSIONER COLLIER: We'd need a southern  
11 trailer too.

12 MR. HETTRICK: Yeah. We can talk about  
13 doing that as well.

14 COMMISSIONER COLLIER: Probably need a truck  
15 to pull that trailer.

16 CHAIRMAN COOK: If there's going to be a  
17 Vegas trailer, it's going to have to be a lot flashier.

18 MR. HETTRICK: You guys have got to be  
19 careful now, guys.

20 COMMISSIONER COLLIER: Probably a dedicated  
21 person on most nights to make sure that cow is properly  
22 fed and milked.

23 MR. HETTRICK: We'll --

24 CHAIRMAN COOK: We'll make sure you get it,  
25 Dave.



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1 MR. HETTRICK: Let us agendize, we'll make  
2 sure you get Moolisa, and we'll agendize the idea of  
3 proposing another Moolisa. Because really we can't do  
4 much without agendizing --

5 MS. EASLY: Yeah.

6 MR. HETTRICK: -- and give people the  
7 opportunity to --

8 CHAIRMAN COOK: Yeah. Absolutely. Okay.

9 MR. HETTRICK: All right?

10 CHAIRMAN COOK: Any more to be thrown on the  
11 table for the good of the dairy industry?

12 Seeing nothing, let us adjourn the meeting.

13 (Meeting adjourns at 1:54 p.m.)

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BOARD SIGNATURE PAGE

CHRISTOPHER COOK, CHAIRMAN

JOHN COLLIER, MEMBER

TROY CROWTHER, MEMBER

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1 STATE OF NEVADA )  
COUNTY OF WASHOE ) ss.

2

3

4 I, SUSAN E. BELINGHERI, a Certified Court  
5 Reporter and Notary Public for the County of Washoe,  
6 State of Nevada, do hereby certify that on Thursday, the  
7 21st day of April, 2015, I reported the Nevada Dairy  
8 Commission meeting;

9 That the foregoing transcript is a true and  
10 correct transcript of the stenographic notes of  
11 testimony taken by me in the above-captioned matter to  
12 the best of my knowledge, skill and ability.

13

14

Susan E. Belingheri, CCR #655

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