

1

2

3

4

5

6

7

PUBLIC MEETING OF THE  
NEVADA DAIRY COMMISSION  
TRANSCRIPT OF PROCEEDINGS

10

11

Thursday, June 18, 2015

12

Sparks, Nevada

13

14

15

16

17

18

19

20

21

22

23

24

25

Reported By:

SUSAN E. BELINGHERI, CCR #655

1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12  
13  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25

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  
Dennis Belcourt, Deputy Attorney General  
  
Gary Reck, Model Dairy  
  
Kimberly Whitfield - Via Videoconference

Public Meeting - 6/18/2015  
Nevada Dairy Commission

1 SPARKS, NEVADA; THURSDAY, JUNE 18, 2015; 1:00 P.M.

2 -oOo-

3

4 CHAIRMAN COOK: Let us convene the June  
5 meeting of the Nevada State Dairy Commission. Mr.  
6 Hettrick, could you open the proceedings, please.

7 MR. HETTRICK: I would. This is the  
8 regularly scheduled meeting of the Nevada State Dairy  
9 Commission, and --

10 MS. EASLY: Did I not put it in there?

11 MR. HETTRICK: No, you didn't. But it's  
12 fine, I'll take it.

13 MS. EASLY: Okay. I can go print it real  
14 quick.

15 MR. HETTRICK: No. We're all right. I'll  
16 do it in pieces, piecemeal as I remember it, but we'll  
17 get it.

18 Those who present evidence are asked to  
19 please first be recognized by the chairman and identify  
20 themselves for the record.

21 My name is Lynn Hettrick, deputy director,  
22 Department of Agriculture. Present today is Christopher  
23 Cook, chairman of the commission; Troy G. Crowther,  
24 member of the commission; John Collier, member of the  
25 commission.

1           This meeting has been scheduled and noticed  
2   in compliance with pertinent statutes, including the  
3   open meeting law. A copy of the agenda has been handed  
4   to the court reporter, with the request that it be a  
5   part of the official transcript of these proceedings.

6           That covered it all, just not in the right  
7   order.

8           CHAIRMAN COOK: Okay. Hit all the high  
9   points.

10          MR. HETTRICK: Got all the ones we have to  
11   do for the record.

12          CHAIRMAN COOK: Okay. Thank you, Mr.  
13   Hettrick. Would you proceed to the first agenda item,  
14   please.

15          MR. HETTRICK: First item on the agenda, Mr.  
16   Chairman, is public comment.

17          CHAIRMAN COOK: Okay. And we are blessed  
18   with one member of the public. Would you care to make a  
19   comment, or would you like to withhold and make it later  
20   in the meeting?

21          MR. RECK: Withhold until later.

22          CHAIRMAN COOK: Okay.

23          MR. RECK: If necessary.

24          CHAIRMAN COOK: Thank you. Proceed to the  
25   next item.

1 MR. HETTRICK: Next item, Mr. Chairman, is  
2 license applications, peddler-distributor,  
3 processing-distributor. The first license request is  
4 for Save-A-Lot, Rancho Cucamonga, California.

5 The applicant seeks a license to distribute  
6 a full line of dairy products to the Southern Nevada  
7 Marketing Area.

8 The applicant's prices and costs have been  
9 reviewed by members of the Dairy Commission staff and  
10 they are in compliance with this agency's laws and  
11 regulations. The applicant will be responsible for the  
12 assessments.

13 CHAIRMAN COOK: And is there anyone  
14 representing this applicant present? It does not appear  
15 so.

16 Is there anything else that staff would care  
17 to add to this?

18 MR. HETTRICK: Unless Kathy has something, I  
19 have nothing. It looks pretty straightforward.

20 MS. EASLY: I didn't talk to them.

21 CHAIRMAN COOK: A new retailer in Vegas,  
22 or --

23 MR. HETTRICK: Yeah. Save-A-Lot, I think,  
24 is probably a discount store, if I had to guess.  
25 Discount market. Looks like they're carrying a pretty

1 full line of products, based on the sheet they send us.

2 MS. EASLY: They're under SuperValu, because  
3 that's where their checks come from.

4 CHAIRMAN COOK: Oh, okay.

5 MS. EASLY: So I would, I would agree with  
6 Mr. Hettrick, that they're just another little --

7 CHAIRMAN COOK: Maybe an off-price outlet  
8 type?

9 MS. EASLY: Uh-huh.

10 CHAIRMAN COOK: Okay. All right. Well, I  
11 have no further questions. Troy, John, do you have any  
12 questions you would care to ask? Comments?

13 COMMISSIONER COLLIER: I have none.

14 COMMISSIONER CROWTHER: No questions.

15 CHAIRMAN COOK: Okay. Seeing none, any  
16 questions or comments from the public? Or the staff?

17 Seeing none, I will entertain a motion.

18 COMMISSIONER COLLIER: Mr. Chairman, I move  
19 that we accept the peddler-distributor application for  
20 Save-A-Lot, located in Rancho Cucamonga, California.  
21 They seek to, a license to distribute a full line of  
22 dairy products in the Southern Nevada Marketing Area.

23 COMMISSIONER CROWTHER: Second.

24 CHAIRMAN COOK: A motion and a second and no  
25 dissenting votes, the motion carries and the license is

1 granted.

2 MR. HETTRICK: Next on the agenda, Mr.  
3 Chairman, is another processing-distributor license from  
4 Gelatology -- Gelatology, I think they say "Gelato" --  
5 in Las Vegas, Nevada.

6 The applicant seeks a license to distribute  
7 ice cream, sherbet, novelties, frozen yogurt, in the  
8 Southern Nevada Marketing Area. The applicant's prices  
9 and costs have been reviewed by the Dairy Commission  
10 staff and are in compliance with the agency's laws and  
11 regulations. The applicant will be responsible for the  
12 assessments.

13 CHAIRMAN COOK: Okay. Anything that needs  
14 to be added to this?

15 MS. EASLY: She, the gal that applied for  
16 this license has worked for another Gelato company that  
17 has a license with us, but she would not give me their  
18 name.

19 MR. HETTRICK: Okay.

20 MS. EASLY: And she's branching out on her  
21 own.

22 CHAIRMAN COOK: Oh.

23 MS. EASLY: And that's why she's applying  
24 for this license.

25 CHAIRMAN COOK: Okay.

1 COMMISSIONER CROWTHER: It seems that in the  
2 past when they've brought in the ice cream and novelties  
3 and that, we've had specific brand names on these  
4 applications. Is that required?

5 MR. HETTRICK: If they, if they market it in  
6 a package with a brand name on it, it would have to have  
7 the appropriate labeling, but this appears to be a shop  
8 that's going to sell it in a cone or a cup. So it lists  
9 the, the brand name as Gelatology, and the manufacturer  
10 is Gelatology, and she lists her name as Gelatology as a  
11 corporate name. So --

12 CHAIRMAN COOK: Does she make her own  
13 product?

14 MR. HETTRICK: Yeah, she's making her own  
15 product. She probably buys a mix or something from  
16 somebody, but she's making her own product. So, I mean,  
17 there's no label requirement if you don't sell it in a  
18 package. If you sell it for consumption, you don't have  
19 to have it labeled.

20 COMMISSIONER CROWTHER: Okay. No other  
21 questions.

22 CHAIRMAN COOK: Questions, John?

23 COMMISSIONER COLLIER: I have none.

24 CHAIRMAN COOK: Questions or comments from  
25 staff? Public? None. I'll entertain a motion.



**Public Meeting - 6/18/2015  
Nevada Dairy Commission**

1                   COMMISSIONER CROWTHER: Mr. Chairman, I will  
2 make a motion that we approve the processing-distributor  
3 license application by Gelatology, LLC, Las Vegas,  
4 Nevada, to distribute ice cream, sherbet, novelties, and  
5 frozen yogurt in the Southern Nevada Marketing Area.

6                   CHAIRMAN COOK: Okay. I hear a motion. Is  
7 there a second?

8                   COMMISSIONER COLLIER: I'll second that.

9                   CHAIRMAN COOK: Having a motion and second  
10 and no dissenting votes, the motion carries, the license  
11 is granted.

12                  MR. HETTRICK: Next item on the agenda, Mr.  
13 Chairman, is a peddler-distributor license amendment  
14 application by Get Fresh Sales, Las Vegas, Nevada.

15                  The applicant seeks a license amendment to  
16 add ice cream, sherbet, novelties, and frozen yogurt to  
17 their current license in the Northern Nevada Marketing  
18 Area. Temporary approval was granted by staff. The  
19 applicant's prices and costs have been reviewed by  
20 members of the Dairy Commission staff and are in  
21 compliance with the agency's laws and regulations. The  
22 applicant will be responsible for the assessments.

23                  CHAIRMAN COOK: Okay. I'm guessing there's  
24 no one representing this applicant present. So is there  
25 anything else that staff would care to add to this? For

Public Meeting - 6/18/2015  
Nevada Dairy Commission

1 the record. Pretty straightforward.

2 MR. HETTRICK: Yup.

3 CHAIRMAN COOK: Any questions, Troy?

4 COMMISSIONER CROWTHER: None.

5 CHAIRMAN COOK: You're going to have a lot  
6 of new places to go check ice cream out.

7 COMMISSIONER CROWTHER: Yeah. They need to  
8 send samples.

9 MR. HETTRICK: Especially if it's hot.

10 COMMISSIONER CROWTHER: Yeah.

11 CHAIRMAN COOK: No place to keep them from  
12 melting. John, any questions?

13 COMMISSIONER COLLIER: I have none.

14 CHAIRMAN COOK: Okay. Questions or comments  
15 from the staff? Or Mr. Public?

16 MR. RECK: Nope.

17 CHAIRMAN COOK: None? Seeing none, I will  
18 entertain a motion.

19 COMMISSIONER COLLIER: Mr. Chairman, I move  
20 that we accept the peddler application for a  
21 peddler-distributor application for Get Fresh Sales,  
22 located in Las Vegas, Nevada. They seek to, a license  
23 amendment to add ice cream, sherbet, novelties, and  
24 frozen yogurt to their current license in the Northern  
25 Nevada Marketing Area.

1 COMMISSIONER CROWTHER: Second.

2 CHAIRMAN COOK: Having a motion and a second  
3 and no dissenting votes, the motion carries and the  
4 license is granted.

5 MR. HETTRICK: Next, Mr. Chairman, on the  
6 agenda is a processing-distributor license amendment  
7 application from Model Dairy Inc., Reno, Nevada.

8 The applicant seeks a license amendment to  
9 add the fluid label Dairy Pure to their current license  
10 in the Northern Nevada Marketing Area. The applicant's  
11 prices and costs have been reviewed by members of the  
12 Dairy Commission staff and are in compliance with this  
13 agency's laws and regulations. The applicant will be  
14 responsible for the assessments.

15 THE COURT: And I know there's somebody here  
16 representing this applicant.

17 MR. RECK: Present.

18 CHAIRMAN COOK: And I know his name is not  
19 Thelma. So Gary, is there anything you'd care to add to  
20 this?

21 MR. RECK: Well, this, this same product,  
22 Dairy Pure, would be applicable for Meadow Gold, Las  
23 Vegas. Do we have to do a separate --

24 MR. HETTRICK: You will, because they have a  
25 separate license.

1 MR. RECK: It's a separate deal? I'm kind  
2 of surprised we didn't get both of them on the same,  
3 same deal. But then we'll need to turn one in for,  
4 request for next month.

5 MS. EASLY: Well, I only received one  
6 request, and that was for Model Dairy.

7 MR. RECK: For Model Dairy.

8 MS. EASLY: I thought the same thing: Where  
9 is the other one?

10 CHAIRMAN COOK: Are you redesigning the  
11 packaging?

12 MR. RECK: Packaging is redesigned. It's  
13 actually in the marketplace as we speak. Items like,  
14 ancillary items like half and half, buttermilk, whip  
15 cream, those kind of things, are kind of coming in  
16 phases as we go through.

17 CHAIRMAN COOK: Yeah, I've seen the labels.

18 MR. RECK: White milk, gallons, half  
19 gallons, quarts, they've been out since April 1st, I  
20 think. I think, yeah, April 1st. We, I mean, we talked  
21 to Anna about that.

22 CHAIRMAN COOK: And that's across the entire  
23 Dean Foods --

24 MR. RECK: It's from, yeah, from east coast  
25 to west coast. And it allows us to do a lot of things

1 with the company, tie in with, cross merchandise with,  
2 like, General Mills --

3 CHAIRMAN COOK: Yeah.

4 MR. RECK: -- or whatever, other companies.  
5 And we're hoping to just naturally grow the dairy  
6 business by doing this, versus this downward trend that  
7 we've been having for the last couple of years. We  
8 think it will help a lot.

9 CHAIRMAN COOK: Well, we're trying to help  
10 do everything we can do to turn that around. Within the  
11 limits of our constraints. Drink more milk.

12 MR. RECK: Drink more milk. Yeah, we've  
13 been doing that too, but it's very difficult.

14 CHAIRMAN COOK: Okay. Well --

15 COMMISSIONER CROWTHER: I have a question.  
16 You mentioned that you, you've got something in the  
17 Southern Nevada Marketing Area as well. Will that be  
18 under Model Dairy, or is that going to be under Meadow  
19 Gold?

20 MR. RECK: That, that will be under the  
21 Meadow Gold label. And Thelma will turn in a request  
22 for a license, an amendment to the license for next  
23 month.

24 COMMISSIONER CROWTHER: Okay. So that would  
25 be a separate licensee.

Public Meeting - 6/18/2015  
Nevada Dairy Commission

1 MR. RECK: More paperwork.

2 COMMISSIONER CROWTHER: Okay. No other  
3 questions.

4 MR. RECK: I kind of feel bad and apologize  
5 that we didn't have it for this one.

6 CHAIRMAN COOK: It's summertime. Stuff  
7 happens.

8 MR. RECK: Stuff happens.

9 CHAIRMAN COOK: John, any questions?

10 COMMISSIONER COLLIER: I have none that  
11 pertain to this. I have questions that I'll speak to  
12 you off the record about.

13 MR. RECK: Okay.

14 COMMISSIONER COLLIER: They totally don't  
15 have anything to do with this.

16 CHAIRMAN COOK: Questions or comments from  
17 staff? We've heard from Mr. Public.

18 So seeing none, I will entertain a motion.  
19 I believe it was your turn, Troy.

20 COMMISSIONER CROWTHER: Mr. Chairman, I will  
21 make a motion to, to approve the processing-distributor  
22 license application amendment by Model Dairy, Reno,  
23 Nevada, to add the fluid label Dairy Pure to their  
24 current license in the Northern Nevada Marketing Area.

25 COMMISSIONER COLLIER: Mr. Chairman, I'll

1 second that motion.

2 CHAIRMAN COOK: Having a motion and a second  
3 and no dissenting votes, the motion carries and the  
4 license amendment is granted. Thank you, gentlemen.

5 Proceed to the next.

6 MR. HETTRICK: The next item on the agenda,  
7 Mr. Chairman, for action is approval of the minutes from  
8 the May 21st meeting of the Dairy Commission. There are  
9 minor changes, which have been submitted to the court  
10 reporter. Other than that, we just need a motion and a  
11 second to approve the minutes as amended.

12 THE WITNESS: Mr. Chairman, I'll make a  
13 motion that we approve the minutes as amended from our  
14 last meeting.

15 COMMISSIONER CROWTHER: Second. With the  
16 corrections.

17 COMMISSIONER COLLIER: With the following  
18 corrections.

19 CHAIRMAN COOK: For the May meeting.

20 MR. HETTRICK: Yeah.

21 CHAIRMAN COOK: Okay. Motion and a second,  
22 no dissenting votes. The motion carries and the minutes  
23 are adopted, as noted.

24 MR. HETTRICK: Next on the agenda, Mr.  
25 Chairman, item number five for possible action is a

1 discussion of the possible purchase of a second trailer  
2 and the purchase of a second Moolisa. You recall that  
3 this came up last time and it was not agendized, so we,  
4 we kind of tabled the discussion until we could agendize  
5 it and go from there.

6 I did have the opportunity to discuss this  
7 with the director of the Department of Agriculture, and  
8 he's very supportive and thinks it would be a good idea.  
9 He does think we, we need to wait to do the actual  
10 purchase, probably until January. And that's because of  
11 when budgets come in and we're allowed to spend money  
12 and put through the purchase orders and on and on. So,  
13 but other than that, he didn't seem to have a problem  
14 with it.

15 We're hopeful that not only would Erica --  
16 when Erica was hired, Erica Ryan, who is the  
17 environmental health specialist in Southern Nevada, she  
18 actually signed on with the intent, in her job  
19 description, that she was going to do some outreach to  
20 the schools and the like. And we have not had the  
21 ability to do that because the wearable cow has become  
22 kind of a safety risk and we've backed away from using  
23 it. So she's not had the opportunity to do that. I  
24 think she'd actually enjoy doing this and taking the cow  
25 around.



1           And if she had a decent trailer, she could  
2 do it by herself, because inside the trailer, you just  
3 open the doors and the kids can walk in. There's a ramp  
4 in and a door out, and you could run kids through that,  
5 take it to schools, and could really do a decent job  
6 with one person.

7           So it would be a good thing to have, good  
8 thing to do, and it's part of what we hope to do up here  
9 as well. So that's kind of where we are on the nuts and  
10 bolts of it.

11           CHAIRMAN COOK: Do you have to go through  
12 any kind of approval with --

13           MR. HETTRICK: Yeah. We have to go through  
14 fiscal, as we always do, and do all of the budget work  
15 for that. It will have to be a work program. It is not  
16 in our existing budget. So it will -- and that's part  
17 of why it will take longer, it will take a work program  
18 and it will take IFC approval, and it will, you know,  
19 then we can process from there.

20           CHAIRMAN COOK: We're good to go on the  
21 trailer for --

22           MR. HETTRICK: This trailer, yes, has to  
23 wait until July 1, because under the budget rules we  
24 can't expend money, we can't obligate money, we can't  
25 even send them a purchase order. We have to sit and

1 wait until July 1 before we can do anything, under the  
2 state budget rules.

3 CHAIRMAN COOK: But it's all --

4 MR. HETTRICK: The trailer is ready to go.

5 CHAIRMAN COOK: -- approved? It's good.

6 MR. HETTRICK: It's in the budget --

7 CHAIRMAN COOK: Budgeted.

8 MR. HETTRICK: -- and that's ready to go.

9 We've got a bid, we've got -- everything's done. We're  
10 ready to order the trailer. The guy has given us a firm  
11 bid, gave us a heck of a price.

12 What we're, the trailers are actually  
13 manufactured in Phoenix, Arizona, and what we are  
14 talking about doing is sending a staff member from the  
15 Las Vegas NDA office down to Phoenix on a day trip, hook  
16 on the trailer, bring it back to Las Vegas. And then  
17 we'll send somebody down from here, or we can leave --  
18 that will be the first trailer. We'll bring the first  
19 trailer, then, up to here. And that will become  
20 Moolisa's home, other than when she's in the lobby. And  
21 then as soon as we can order a second trailer, we'll  
22 just have them go pick it up and pull it into Vegas, and  
23 order the cow shipped direct to Vegas.

24 COMMISSIONER COLLIER: Will the trailer that  
25 is located here in Reno, Nevada, will it be the same

1 type of what you just described, where the people can  
2 walk through it and --

3 MR. HETTRICK: Yes.

4 COMMISSIONER COLLIER: -- actually milk the  
5 cow and all that type of thing?

6 MR. HETTRICK: Yes. Yes. I actually have  
7 photos of it. If you want me to run and get it, it  
8 takes just a minute. But whether you want to wait that  
9 long, it's up to you folks.

10 But the trailer is really nice. It's got a  
11 beautiful rubber mat floor, rubber mat -- it's a  
12 drop-down walk-in door with rubber matting on all of  
13 that for safety, nonskid. Nice man door on one side, in  
14 the front, and walk-in ramp at the back. Fully wired  
15 for lights, light switch, LED lighting throughout. Nice  
16 looking aluminum wheels. I mean, it looks spiffy. It  
17 really looks nice.

18 And then the intent is, after we get the  
19 trailer and move on down the road a little ways, we want  
20 to skin it with Dairy Commission, NDA, agriculture, or  
21 anything to promote ag in general. Because it will get  
22 multi-use here. But -- as we multi-used other equipment  
23 and other people's equipment to move the cow and all the  
24 rest. So it will kind of be a joint use purchase, but  
25 it will come through the Dairy Commission to get it,

1 because of the funding that's available there.

2 COMMISSIONER COLLIER: Who's going to be  
3 responsible for taking it around here in the north? Are  
4 you going to do that, or is staff going --

5 MR. HETTRICK: I do it, I do it frequently.  
6 And I like to do it.

7 COMMISSIONER COLLIER: Or is Anna going to  
8 do that?

9 MR. HETTRICK: Everybody kind of takes  
10 turns. And when we go, it depends on the event we go  
11 to, we get volunteers. Generally when we go to the,  
12 like the Sesquicentennial, that was down in a Carson, we  
13 took the cow down there, and we also took along displays  
14 about NDA, about weeds and about bugs and about, you  
15 name it. Everything we do, we took it down there. So a  
16 staff person from each one of those divisions came down  
17 and, and we were all there, manned it, and where you  
18 have people can answer questions about everything and  
19 talk about everything. Just promote ag in general is  
20 what we go and do.

21 So this will work out really slick when we  
22 go to the World Ag Expo in Tulare, because we'll  
23 basically pull in, park the trailer at an angle. We  
24 just booked our booth again for next year. It's a, it's  
25 a 20 by 40 booth. We'll be able to back this 24-foot

1 trailer in at an angle. We'll put the cow out in front,  
2 it's under a roof, roofed area, so the cow can actually  
3 come out. We'll use the interior of the trailer for  
4 displays, walk through, give people something more to  
5 do. And then we'll have some outside displays on the  
6 tables and a little display tent as well.

7 So it will look real slick. And it will  
8 have all the skin on it. All the signs are there. We  
9 don't have to go down and put up signs on anything else.

10 CHAIRMAN COOK: Are you going to skin it to  
11 make it look like a Holstein?

12 MR. HETTRICK: Black and white? I guess to  
13 some degree, yeah. We're going to have to figure out  
14 how we make it look like a goat. We have some goat  
15 dairies too. So --

16 MR. RECK: Got any egg farms?

17 MR. HETTRICK: Yeah. So we're excited about  
18 it. I mean, if you guys decide you want to approve the  
19 purchase, then we'll pass that forward and start, start  
20 the work-up. That's up to you.

21 MR. COLLIER: Do you need a formal motion  
22 about the second cow?

23 MR. HETTRICK: Yeah. We should have a  
24 motion to, to buy a second trailer and cow as the  
25 process permits, something like that, and that will let

1 us start work on getting it done.

2 CHAIRMAN COOK: Okay. A southern cow and a  
3 northern cow.

4 COMMISSIONER COLLIER: Uh-huh. Well, Mr.  
5 Chairman, I would move that we purchase, or we approve  
6 purchasing the second cow and trailer for the Southern  
7 Marketing Area, and since we already have one for the  
8 Northern Marketing Area. As soon as possible.

9 COMMISSIONER CROWTHER: Second.

10 MR. HETTRICK: Got a second.

11 CHAIRMAN COOK: Did I hear a second?

12 COMMISSIONER CROWTHER: Yes, second.

13 CHAIRMAN COOK: A motion and a second, and  
14 no dissenting votes, so the motion carries.

15 MR. HETTRICK: All right.

16 CHAIRMAN COOK: We'll expand the herd.

17 MR. HETTRICK: We will pass it on. We have  
18 to learn how to say "Moolisa" with a southern accent.

19 COMMISSIONER CROWTHER: Lynn, it seemed like  
20 when we got the first one it took awhile to get her put  
21 together and, you know, obviously it's taken awhile to  
22 get the trailer all set and ready to purchase. Is there  
23 any of that that we can start now on the second cow so  
24 that come January we can just roll it right out and  
25 start using her?

1 MR. HETTRICK: The -- yes. The answer is  
2 yes. It takes about, I think it took about 60 days to  
3 get the cow actually produced. And then they have, it  
4 takes special shipping to get her out here. It's  
5 incredibly well packaged. And that has to all be  
6 arranged.

7 As soon as we get past July 1st -- he wants  
8 to hold the purchase into January. But we, I believe we  
9 can go ahead and order both the trailer and the cow and  
10 have it ready for shipment. And probably order the cow,  
11 actually, so it -- we'll have to wait until January 1 to  
12 pay, and they won't ship until we pay, but then it takes  
13 about seven days to get it.

14 COMMISSIONER CROWTHER: Okay. Perfect.  
15 That was my question. Good.

16 CHAIRMAN COOK: We should probably look at  
17 naming the Southern Nevada cow differently than the  
18 Northern Nevada cow, and have a contest down there to  
19 draw some attention and get some publicity. Maybe in  
20 cooperation with Meadow Gold and Anderson and the other  
21 schools, the district down there.

22 MR. HETTRICK: I'm game if somebody wants --

23 CHAIRMAN COOK: Well --

24 MR. HETTRICK: I mean, we can take a run  
25 at --

Public Meeting - 6/18/2015  
Nevada Dairy Commission

1 CHAIRMAN COOK: We've got a PR person  
2 that --

3 MR. HETTRICK: Yeah, we've got, we've got  
4 our PIO who can see if we can work up something where we  
5 can put together a contest for the school, or something.  
6 I don't know what they'll let us do. Schools often  
7 aren't thrilled with us bringing in something else for  
8 them to administer. But maybe we can come up with a  
9 way, I don't know, to --

10 COMMISSIONER CROWTHER: If there's something  
11 even that they can go to our website and do it, or just  
12 give the information to the schools to tell the kids to  
13 go to our website, so, you know --

14 MR. HETTRICK: I'll talk to the, I'll talk  
15 to the PIO and see what we can do, what she feels like  
16 we can arrange to do.

17 Go ahead, Gary.

18 MR. RECK: Gary with Model Dairy. I'm sure  
19 Meadow Gold, I really can't speak a hundred percent, but  
20 99 percent that they would be interested in helping. We  
21 used to be able to do side panels, and with enough time  
22 we may still be able to do that. But at this time we're  
23 not doing the school milk down there, but I know it's  
24 coming up for bid. And if we were to win that bid, for  
25 whenever reason, it would be a good thing. But I'm



1 certain that June would want to, want to help out in  
2 some way.

3 CHAIRMAN COOK: Yeah. Great.

4 MR. RECK: If there's any way that we can  
5 step in, regardless of the school bid, if there's  
6 something that we can do to help --

7 MR. HETTRICK: Even on your, even on your  
8 fluid milk sales down there, if we just went on what you  
9 were selling in the markets.

10 MR. RECK: It's pretty hard now, because  
11 everything we do is in plastic. You know, we had the  
12 paper half gallons and paper quarts. We still do paper  
13 quarts up here, but those are going to go away as well.  
14 With everything going to plastic, it's hard to put  
15 anything.

16 MR. HETTRICK: Yeah.

17 MR. RECK: There's really no side label to  
18 use.

19 MR. HETTRICK: Yeah. So you were thinking  
20 of the side label on the little --

21 MR. RECK: On the little eight ounce. Yeah.  
22 We've got a little story on every one, a little question  
23 type story. They can change that, for sure, depending  
24 whatever time frame you wanted to do it.

25 CHAIRMAN COOK: Yeah, that's --

Public Meeting - 6/18/2015  
Nevada Dairy Commission

1 MR. HETTRICK: Well, let me talk to the PIO  
2 and pass all of that on, and then we'll see, kind of let  
3 this work down the road. But that would be awesome.

4 CHAIRMAN COOK: Press release: Moolisa has  
5 a sister now and --

6 MR. RECK: I'm sure the competitor --

7 CHAIRMAN COOK: -- name Moolisa's sister.

8 MR. RECK: I'm sure the competitor can  
9 probably do the same thing.

10 CHAIRMAN COOK: You mean the other guys?

11 MR. RECK: I won't mention any names.

12 CHAIRMAN COOK: The one that starts with an  
13 "A."

14 MR. HETTRICK: All right. We'll pass that  
15 on. We'll see. Yeah, I think it will be a good idea.  
16 We'll try to do what we can to --

17 COMMISSIONER CROWTHER: Also on the trailer,  
18 and, I, I don't want to get ahead of myself, but the one  
19 that goes up there, up to Northern Nevada, I know our  
20 next meeting is in Fallon. Is that correct?

21 CHAIRMAN COOK: Yes.

22 MR. HETTRICK: Yes.

23 COMMISSIONER CROWTHER: The July meeting.  
24 I, I would like to attend that meeting in Fallon, since  
25 I haven't been up there for a long time. I could

1 probably hook onto that trailer and drag it up there  
2 with my truck if, you know, that, if you think that  
3 would be a good option.

4 MR. HETTRICK: I'll have to work, I'll have  
5 to work on that for you, Troy, on a couple of levels. I  
6 think we could have you tow it from Vegas to here, but I  
7 believe we can't order it, and when I talked to him  
8 last, he told me it was, it took seven to nine weeks to  
9 do it. And I think our meeting is in July. You may not  
10 have it in time to drag it --

11 COMMISSIONER CROWTHER: Right.

12 MR. HETTRICK: -- before August. So we'll  
13 just have to see. But if I can work the timing out, I  
14 would be happy to do that and work out the ability to  
15 drag it. Not an issue. But we've got to see if we  
16 actually have it in hand, given the delay and we can't  
17 spend money yet.

18 CHAIRMAN COOK: If not the July meeting, it  
19 will be October.

20 COMMISSIONER COLLIER: Yeah.

21 MR. HETTRICK: Yeah, you could do -- well, I  
22 don't know if we want to wait until October. And it  
23 will depend on if somebody else is going down there or  
24 not anyway, the truck is going anyhow. Because that  
25 way -- if we send our truck, the fuel cost is just the

1 fuel cost. We don't have to account for the mileage and  
2 all the, you know, pennies for mile and the forms. We  
3 just expense the gasoline and it's over with. Because  
4 that's a part of what we do. But if we go the other  
5 way, then we have to go through all of the expense  
6 report forms and justification and --

7 COMMISSIONER CROWTHER: Right.

8 MR. HETTRICK: -- yeah, all the rest. Which  
9 it's probably -- I mean, it would be convenient and  
10 quick if it were there, it would be great, if you could  
11 do it in July, because we might not get somebody down  
12 there then, but we'd have to have the trailer and then  
13 just go through the work. But we've got to back up and  
14 remember, this is the State.

15 CHAIRMAN COOK: Yeah, yeah. Yeah.

16 MR. HETTRICK: So --

17 COMMISSIONER CROWTHER: Okay.

18 CHAIRMAN COOK: But you're still going to  
19 come up in July for the Fallon meeting.

20 MR. HETTRICK: Yeah, come up to the meeting  
21 regardless. Talk to Kathy. She'll get you booked up.

22 COMMISSIONER CROWTHER: Yeah. Yeah, I'd  
23 like to. Let me know about the trailer as soon as you  
24 find out. And then if I'm not going to do that, then  
25 I'll talk to Kathy and we'll get a flight up there.

1 MR. HETTRICK: Well, I can't even talk to  
2 them about ordering the trailer until July 1.

3 COMMISSIONER CROWTHER: Okay.

4 MR. HETTRICK: So --

5 COMMISSIONER CROWTHER: Okay.

6 MR. HETTRICK: I could get them to send me a  
7 price, but I can't tell them that we're going to buy a  
8 trailer.

9 COMMISSIONER CROWTHER: All right.

10 CHAIRMAN COOK: Okay.

11 MR. HETTRICK: All right. Next on the  
12 agenda, Mr. Chairman, is the staff report. Just wanted  
13 to tell you that, to start, that Anna and I have been  
14 talking. We're going to do some reviewing of the NAC.  
15 We didn't do -- NAC is the Nevada Administrative Code.  
16 We didn't do any statutory changes within Chapter 584,  
17 which is the Dairy Commission, this time. If you  
18 recall, we did those in 2013.

19 But now we, we feel like there's some  
20 updates that we need to do in the administrative code  
21 that backs up those regulations, or those statutes. And  
22 so we're going to go through and review that. And when  
23 we get all done with that review, we'll bring it to you  
24 for your approval and questions about what we're doing  
25 and why we're doing it and those kind of things. So

1 just so you know that we're in the process of doing some  
2 of that.

3 It was brought up earlier, Kimberly  
4 mentioned, Damon called me earlier today and said, "I  
5 was printing off the fiscal report to give you today and  
6 got looking at numbers and realized something was  
7 wrong." And he said, "I went into Excel and realized  
8 that one of the formulas that we have in that  
9 spreadsheet is wrong." He said, "If I can get it done  
10 and I'm absolutely satisfied that the numbers I'm going  
11 to give you are correct, I'll be there in time to give  
12 it to you. And if I don't, then I'll give you one that  
13 I'm positive is correct next time."

14 So obviously he's not here, so he's not  
15 happy with what he's getting yet and absolutely positive  
16 enough to provide it. There's not going to be any  
17 significant change, I'm sure, because it's been running  
18 in the same trend all along. But he's a good CPA  
19 auditor and he wants it to be perfect, so he didn't want  
20 to bring it if it wasn't right.

21 CHAIRMAN COOK: Okay.

22 MR. HETTRICK: And then finally, I sent all  
23 three of you commissioners an email yesterday, or the  
24 day before yesterday, about IAMCA. And I did go and  
25 talk to fiscal, and also to the director, and, and I do

1 want to point out, we are a part of the Department of  
2 Agriculture, so to do these things we still have to have  
3 approval of the director, regardless. And, and he was  
4 perfectly happy. If you want to go to the IAMCA  
5 meeting, you're welcome all to go. I think -- Troy,  
6 have you gone before?

7 COMMISSIONER CROWTHER: I have.

8 MR. HETTRICK: Okay.

9 COMMISSIONER CROWTHER: Chris and I have  
10 been.

11 MR. HETTRICK: Yeah. And you're all three  
12 welcome to go, if you want to go. You know, it's,  
13 there's a registration fee, the State will cover that.  
14 Your meals are pretty much provided while you're there,  
15 but you get a per diem for other than when you have a  
16 meal provided within the registration fee. Your travel  
17 is covered for the time that you're there.

18 I think you guys have expressed to me in the  
19 past that you felt it was a good experience and  
20 worthwhile. So if you have an interest, that  
21 registration packet you should all three have. We  
22 should register, I think it said June 25th.

23 CHAIRMAN COOK: Anybody from the staff going  
24 to go?

25 MR. HETTRICK: Anna might go. She's looking

1 at going so we have somebody there. They will have, on  
2 the agenda, if you got to look at the packet, they will  
3 have a discussion of Fairlife. And I know that's come  
4 up, the Fairlife product that is being marketed here  
5 now. And it might -- that's on one of their agenda. I  
6 think it's the last day of the conference. Which might  
7 be interesting just to have some more background about  
8 the product and what their plans are and what they're  
9 doing. So could be interesting. Good contacts.

10 CHAIRMAN COOK: Do you have any interest in  
11 going to that?

12 COMMISSIONER COLLIER: I would like to go to  
13 it, but I question should I go to it because of the  
14 expense of it, and I think that money would be better  
15 spent, you know, promoting the milk industry here in the  
16 State of Nevada rather than sending me off to a big  
17 conference.

18 MR. HETTRICK: And I appreciate your concern  
19 and your interest in promoting, but you just approved  
20 about, what, about ten, twelve thousand dollars -- no.  
21 You approved about fifteen, sixteen thousand dollars'  
22 worth of milk promotion in a trailer and a cow.

23 COMMISSIONER COLLIER: Well, I think  
24 that's --

25 MR. HETTRICK: No, more than that.



1 COMMISSIONER COLLIER: -- more important  
2 than me going to a conference, quite frankly.

3 MR. HETTRICK: But frankly, you have the  
4 money to do both in this situation that we're in right  
5 now. And that is promoting milk.

6 COMMISSIONER CROWTHER: I will tell you --  
7 can I just speak to that? When I was -- I had been on  
8 the commission maybe a year or two when I went to the  
9 IAMCA conference, and I learned more at that conference  
10 than I have learned elsewhere, put together. There are  
11 classes that are interesting and informational, and you  
12 get a -- the perspective from people around the country,  
13 and, quite honestly, around the world that are there,  
14 you just learn a lot. And I, I feel like I was a better  
15 commissioner after that for having gone.

16 COMMISSIONER COLLIER: Well, I would welcome  
17 the opportunity to go, but I'm going to be out-of-pocket  
18 this next week. I'm going to be out in the middle of  
19 nowhere. So if you want me to fill out a form or  
20 something, I mean, I have to do it tonight at midnight.  
21 So --

22 MR. HETTRICK: Yeah, I think Kathy can help  
23 you with filling out the basics of the form and  
24 filling -- because a lot of it --

25 COMMISSIONER COLLIER: I mean, if there's a

1 June 25th deadline, I mean, I --

2 MR. HETTRICK: She can, she can do that.

3 And I think ultimately we'll probably book the  
4 reservations as well, because we'll book them through  
5 the State and we'll get discounts. So pretty much Kathy  
6 will do all the dirty work for you.

7 COMMISSIONER COLLIER: So is Chris or --  
8 Chris, are you and Troy going to go?

9 CHAIRMAN COOK: I was initially intending to  
10 go, but then my wife reminded me that I'm committed to a  
11 60th birthday party celebration for my brother in  
12 Florida that week, so --

13 COMMISSIONER CROWTHER: I, that date is  
14 probably about the busiest date in my professional year,  
15 so I will not be able to do that. September 15th is a  
16 horrible, horribly busy for me, and the days leading up  
17 to that. So no, I will probably not be able to go this  
18 year.

19 COMMISSIONER COLLIER: I'll be happy to go  
20 and represent with Anna. Are you going to go?

21 MS. VICKREY: Uh-huh.

22 COMMISSIONER COLLIER: Yeah, I'll be happy  
23 to go with you.

24 MR. HETTRICK: And if we don't have all  
25 three going, then I may talk about it, but I don't know

1 yet. I thought it was far more important that Anna  
2 go --

3 COMMISSIONER COLLIER: Uh-huh.

4 MR. HETTRICK: -- than me going. So, but  
5 we'll see.

6 CHAIRMAN COOK: It is time and money well  
7 spent.

8 COMMISSIONER COLLIER: Uh-huh.

9 MR. HETTRICK: It's not all that much money,  
10 quite frankly. I mean, by the time you're done with the  
11 whole thing, it would probably be a little over a  
12 thousand dollars for each one who attends. It's not  
13 that much money. It's \$400 for the registration, and  
14 the hotels room are \$89 for three nights, and there's a  
15 little bit of per diem, it really isn't very much, and  
16 an airplane ticket. It just really isn't all that much  
17 money.

18 So, I mean, we've been very frugal in this  
19 commission. You guys have been incredible about the  
20 money we've given back and the money we haven't spent,  
21 and the money we do spend to help dairies with starlings  
22 and to promote milk with cows and things like that. I  
23 think we've been very frugal and very supportive of the  
24 industry, and I think this is helpful. I agree with  
25 Troy, I think it's a good learning experience.

Public Meeting - 6/18/2015  
Nevada Dairy Commission

1 COMMISSIONER CROWTHER: I, I think  
2 especially where, you know, Nevada is now part of the  
3 world --

4 MR. HETTRICK: Market.

5 COMMISSIONER CROWTHER: -- milk market, and  
6 you get that perspective when you go to this. You get  
7 more international perspective than I think you get, you  
8 know, at least in these meetings or other things. And  
9 I -- it would be beneficial this year.

10 COMMISSIONER COLLIER: Well, count me in.  
11 I'll be happy to go.

12 MR. HETTRICK: We'll let Kathy work on  
13 getting this stuff done --

14 COMMISSIONER COLLIER: And you guys can  
15 brief me and bring me up to speed.

16 MR. HETTRICK: All right. The only other  
17 thing we have, then, Mr. Chairman, is you have the price  
18 sheets. I think they were passed on out and they're  
19 sitting in front of you. Prices are up a little bit,  
20 but still lower than they have been. But this is steady  
21 and I haven't heard anybody complaining bitterly, so it  
22 is what it is.

23 CHAIRMAN COOK: Any updates on the --

24 MR. HETTRICK: The last --

25 CHAIRMAN COOK: -- operation, the -- are

1 they --

2 MR. HETTRICK: The last I heard, they should  
3 be up to -- what? They were 2,200 cows last meeting,  
4 and didn't he tell us, didn't Al -- well, you weren't  
5 here, I don't think. Al told us -- were you here last  
6 meeting? I don't remember. Al told us he thought they  
7 would be 3,500 in, I thought he said a month. So I'm  
8 presuming the cow numbers are continuing to go up.  
9 Probably as they freshen cows. So they're probably not  
10 hauling in anymore. They've probably got cows to  
11 freshen, and so they're increasing numbers slowly. But  
12 yeah, they were hauling two double -- what do they call  
13 them, two double fours or double eights, or whatever,  
14 out of there daily.

15 MS. VICKREY: Uh-huh.

16 MR. HETTRICK: That's how I understood it.

17 CHAIRMAN COOK: Yeah. They're moving cows  
18 from an operation in California.

19 MR. HETTRICK: I think they moved in all the  
20 cows.

21 MS. VICKREY: I think they're all in now.

22 MR. HETTRICK: And just as cows freshen  
23 they're coming into the herd milking line. So, but I  
24 think the cows are all on the property. That's just my  
25 assumption, based on the way it's working and the way

1 that you -- cows don't freshen just because you want  
2 them to. You have to have them, obviously, over time.

3 CHAIRMAN COOK: Right.

4 MR. HETTRICK: They had to make sure they  
5 had a place to milk them.

6 CHAIRMAN COOK: That's good. Glad to hear  
7 it.

8 MR. HETTRICK: So I think things are going  
9 well there. I haven't heard anything negative  
10 whatsoever. I haven't had any complaint from neighbors  
11 or anything since they've been there and operating.  
12 Which is a good thing. I think it's a good thing. I  
13 think it's settling down.

14 CHAIRMAN COOK: They're finding out it's not  
15 as bad as their worst fears.

16 MR. HETTRICK: Yeah.

17 CHAIRMAN COOK: Well, I would like, at some  
18 point, for us to make an official visit down there as  
19 commissioners and thank them for choosing to come to  
20 Nevada.

21 MR. HETTRICK: Yeah, being here. That would  
22 be another -- if in the in the event, for any reason,  
23 Troy, it doesn't work out for you to come in July --

24 COMMISSIONER CROWTHER: Right.

25 MR. HETTRICK: -- we, we do want to go out

1 and hold a meeting. We've already talked about that.  
2 And Al Trace has spoken with them about us going out to  
3 their facility and actually holding a meeting there.  
4 And so, you know, in the event you can't make it -- or  
5 come to both. It would be great if you want to come to  
6 both. I mean, we've cut way back on the traveling and  
7 saved that money, as you well know.

8 COMMISSIONER CROWTHER: Okay.

9 MR. HETTRICK: So it would be a good thing  
10 to have you out there. I know they would be  
11 appreciative as well.

12 COMMISSIONER CROWTHER: Is there any chance  
13 that can be done at the July meeting?

14 MR. HETTRICK: Well, July's Fallon, and  
15 that's scheduled. And we've told them we're going to  
16 hold one a quarter in Fallon. So I would say it would  
17 probably be --

18 COMMISSIONER CROWTHER: Okay.

19 MR. HETTRICK: We won't do it in September.  
20 I just heard you talk about that, so we'll pass on  
21 September.

22 CHAIRMAN COOK: October.

23 MR. HETTRICK: Maybe it will go to October.

24 COMMISSIONER CROWTHER: Yeah. The September  
25 meeting is going to be, I was looking at the calendar, I

1 think it's going to be right after, would come home from  
2 that meeting and right after my 15th. So September is,  
3 at least for me, it's not that bad.

4 MR. HETTRICK: You know what, we need to  
5 look at the calendar, because if the IAMCA meeting runs  
6 into -- we're on the 18th today. If the IAMCA meeting  
7 runs into our calendar date --

8 CHAIRMAN COOK: It does. It's the 13th  
9 through the 16th.

10 COMMISSIONER COLLIER: Through the 16th.

11 MR. HETTRICK: And when is our next meeting?

12 CHAIRMAN COOK: The 17th.

13 MR. HETTRICK: Is that too close?

14 CHAIRMAN COOK: We may want to push it back  
15 a week. Maybe do it on the 24th?

16 MR. HETTRICK: Would that be better for you  
17 as well? You're going to have worked your tail off up  
18 to that 15.

19 COMMISSIONER CROWTHER: Yeah. No, that's  
20 fine with me, especially -- I mean, for those, for those  
21 of you who go up there, you may, you know, decide to go  
22 off on your own after the IAMCA and on your own go visit  
23 some things, you know, and that gives you a chance to do  
24 that.

25 MR. HETTRICK: If you get that far, yeah.



1 CHAIRMAN COOK: I'm actually out of town  
2 that whole week myself. So that's when I'm going to be  
3 in Florida.

4 MR. HETTRICK: Okay. So yeah, you'll be in  
5 Florida that week. So it would be better for the 24th  
6 for you as well.

7 CHAIRMAN COOK: Yeah.

8 MR. HETTRICK: So if you want to make a  
9 motion -- or a decision. I don't think it takes a  
10 motion.

11 COMMISSIONER COLLIER: It would be the 23rd,  
12 wouldn't it?

13 CHAIRMAN COOK: Thursday.

14 MR. HETTRICK: It would be a Thursday.

15 COMMISSIONER COLLIER: That's the 23rd. The  
16 24th is a Friday.

17 MR. HETTRICK: I've got the 24th is a  
18 Thursday.

19 COMMISSIONER COLLIER: I'm looking at a 2015  
20 calendar.

21 COMMISSIONER CROWTHER: Yeah, I show the  
22 24th is Thursday.

23 COMMISSIONER COLLIER: Oh, September. I'm  
24 sorry. I'm sorry.

25 MR. HETTRICK: Yeah, we're talking about the

Public Meeting - 6/18/2015  
Nevada Dairy Commission

1 September meeting. We wouldn't move July, because it's  
2 Fallon, and that, they expect us.

3 COMMISSIONER COLLIER: Yeah, you're correct.  
4 Yeah, the 24th.

5 MR. HETTRICK: So it's a Thursday. So,  
6 again, you can just decide if you want to move it to  
7 24th, Mr. Chairman.

8 CHAIRMAN COOK: All right.

9 MR. HETTRICK: And Dennis nodded his head  
10 over there and said it was okay.

11 MR. BELCOURT: Yeah.

12 CHAIRMAN COOK: Is everybody cool with that  
13 date?

14 COMMISSIONER CROWTHER: I'm good.

15 MR. HETTRICK: Okay. We're going to move it  
16 to the 24th.

17 CHAIRMAN COOK: 24th? Everybody's --

18 MR. HETTRICK: Yeah, that works.

19 CHAIRMAN COOK: That gives you a chance to  
20 go up to Glacier, go fly fishing after the IAMCA  
21 meeting.

22 MR. HETTRICK: I think you should.

23 CHAIRMAN COOK: Yeah, if you're that close.

24 MR. RECK: Where is the meeting?

25 MR. HETTRICK: It's at Glacier National Park

1 in a lodge.

2 COMMISSIONER COLLIER: I used to live in  
3 Spokane, so I know right where it is.

4 MR. RECK: Whitefish Lodge?

5 CHAIRMAN COOK: Yeah.

6 MR. HETTRICK: Yeah.

7 MR. RECK: Oh, my gosh.

8 MR. HETTRICK: So you might want to go to  
9 the IA --

10 CHAIRMAN COOK: You want to go? It's  
11 absolutely gorgeous up there.

12 MR. RECK: That is gorgeous. I've stayed  
13 there. It's beautiful.

14 MR. HETTRICK: Yeah. According to the  
15 agenda, they're doing some tours, and they're going to,  
16 I guess the participants are going to get to ride the  
17 red bus up there.

18 MR. RECK: The Road to the Sun.

19 MR. HETTRICK: Yeah, the Road to the Sun.  
20 That's an awesome place. So, yeah, that should be a  
21 good time. So --

22 COMMISSIONER COLLIER: We'll have fun.

23 CHAIRMAN COOK: She tried to work it out and  
24 we bifurcated our week, and spend the first part of it  
25 in Montana and then catch a flight from Kalispell to

1 Orlando --

2 MR. HETTRICK: You couldn't sell that?

3 CHAIRMAN COOK: My wife was like, "Okay."

4 And I was thinking, "Oh, that's going to be a huge

5 hassle trying to get down there," and, you know, so I

6 just --

7 COMMISSIONER COLLIER: Especially with all

8 those fish you're going to catch.

9 MR. HETTRICK: Yeah. You have to drive to

10 Florida first.

11 Okay. All right. That's all I have, Mr.

12 Chairman.

13 CHAIRMAN COOK: Okay.

14 MR. HETTRICK: We have to do public comment

15 and discussion.

16 CHAIRMAN COOK: Okay, Gary, now's your

17 chance.

18 MR. RECK: No comment.

19 CHAIRMAN COOK: No comment. Okay. No

20 public comment.

21 MR. HETTRICK: And I'll back up one, also.

22 We have consideration of any other matters relating to

23 the dairy industry. But I think that kind of falls

24 under public comment and discussion, so I think we're

25 probably good.

Public Meeting - 6/18/2015  
Nevada Dairy Commission

1 CHAIRMAN COOK: Okay. Well, we pretty much  
2 covered all those bases, so --

3 MR. HETTRICK: I think so.

4 CHAIRMAN COOK: Anybody else have anything  
5 to throw out on the table for discussions for the  
6 record?

7 COMMISSIONER COLLIER: I have one thing I'd  
8 like to just inquire -- well, actually, two things. Do  
9 we have any kind of cheese processing here in the State  
10 of Nevada?

11 MS. VICKREY: Yes. They don't -- we have  
12 two small facilities that make their own cheese, and we  
13 have a couple of what I call slice and dice facilities,  
14 where they bring in large cheese blocks and shred it  
15 and --

16 COMMISSIONER COLLIER: Were they the ones  
17 featured in that Edible magazine?

18 MS. VICKREY: One was, Pacific Cheese. It  
19 was just a small article.

20 COMMISSIONER COLLIER: Do they have to get a  
21 permit from the Dairy Commission?

22 MS. VICKREY: Yes.

23 COMMISSIONER COLLIER: Just like anybody  
24 else. Okay.

25 MS. VICKREY: Yeah.

1                   COMMISSIONER COLLIER: The second thing is,  
2 the thought going through my mind is what, what would it  
3 take us, as a dairy commission, to put a coloring book,  
4 or some kind of educational piece, distributed through  
5 all the elementary schools in the State of Nevada about  
6 drinking milk?

7                   MR. HETTRICK: Yeah. Anna's laughing.

8                   COMMISSIONER COLLIER: Is there some reason  
9 why we couldn't do something like that?

10                  MR. HETTRICK: We're going to send you down  
11 there and let you take the slings, arrows and bruises  
12 that I got when we did a coloring book and tried to  
13 distribute it to the schools in 2013. We did that once.  
14 And we went to the legislature and told them we wanted  
15 to spend \$200 to print coloring books, and they beat me  
16 up royally for about two hours over the fact that we  
17 were producing a coloring book and that we wanted to  
18 take it to the schools. And one of the senators said we  
19 had to, who was a former school teacher, said that we  
20 had to go through the school administration and get it  
21 approved, and that she would arrange for all of that to  
22 be done within the schools down there in Las Vegas, and  
23 on and on and on. And we finally said enough. It's not  
24 worth it.

25                   There are a myriad of those things around

1 out there. And even though ours was very generic, very  
2 simple -- we printed it ourselves on black and white,  
3 made the books up. Kathy made them. I mean, they  
4 didn't cost probably, I don't know, \$0.10 apiece. It  
5 was nothing. And they just complained bitterly about us  
6 doing it.

7           So I think taking the cow is really better.  
8 When we've taken the cow down to, like, Bordewich School  
9 here, Bordewich Bray in Carson, it's incredible. We  
10 haul that cow down there. We have 150, 200 kids come  
11 out there and go through, talk about where milk comes  
12 from. We took an FFA student along who spoke to the  
13 kids. A young student. And it was a good experience  
14 for them, and the kids listened to the young person  
15 talk. And then they all got to milk the cow, takes  
16 turns, come around, ask questions. They loved it.

17           We brought the cow home. We no more than  
18 got home and we got a phone call from another teacher at  
19 Bray Bordewich and said, "Can I have the cow come for my  
20 class? My kids want it. They saw the cow and they all  
21 want the cow too." Had to turn right around about two  
22 days later, haul the cow back down there.

23           It's the best thing you can do. It attracts  
24 more attention, gets more interest. They see a lot of  
25 coloring books, they don't see cows, and so --

1                   COMMISSIONER COLLIER: Well, the cow, the  
2 cow, I think, is very significant. I agree with you  
3 totally. I'm just trying to think of ways -- because  
4 we, we're funded by the, the people who sell this milk,  
5 and I think we ought to be doing everything we can to  
6 help them sell more milk, period.

7                   And because milk is declining, I mean, as  
8 you look at all the, like the almond milk and the soy  
9 milk --

10                  MR. HETTRICK: I know.

11                  COMMISSIONER COLLIER: -- and all these  
12 articles that I read about it, I think that we need to  
13 be promoting this industry more. And I'm really an  
14 advocate of that. So --

15                  CHAIRMAN COOK: That's what we ought to put  
16 in the trailer, is a dead almond tree and a dried up  
17 soybean plant, and say milk doesn't come from there.

18                  MR. HETTRICK: Yeah, that's what I was  
19 thinking.

20                  MS. VICKREY: Well, and I think something  
21 that might be helpful too, like industry's comments, is  
22 if we do take the cows out to the schools, is there a  
23 possibility to bring out some milk from your facility  
24 and hand out some milk while they're milking the cow?  
25 That way they can kind of relate the two. I mean, that



1 might, that might help with promoting it. I don't know.  
2 It would be kind of hard for us to, you know, hold milk  
3 cold and give it out.

4 MR. RECK: Of course we would donate milk  
5 for something like that, but -- you know, we might be  
6 able to help with a refer for the trailer.

7 COMMISSIONER COLLIER: There you go.

8 MR. RECK: I mean, let's wait and see -- I  
9 mean, if you know the specs of the trailer, you  
10 certainly would want to have a refer in there. I don't  
11 think -- dealing with ice would be a bad deal. But  
12 yeah, absolutely.

13 COMMISSIONER COLLIER: Yeah, I think that  
14 would be a significant thing.

15 MR. HETTRICK: Having a refer in the trailer  
16 is a difficult thing because of the ability to keep it  
17 running while you go, and have a big enough refer.  
18 Otherwise, you're going to an RV style, butane, hauling  
19 propane, butane to make it run while -- or else you have  
20 to run a generator the whole time you're running, which  
21 it's not set up to have a generator run. It will hold a  
22 generator on the tongue, but we would have to do some  
23 mounting and put in our own generator and the like.  
24 It's something we can look at.

25 But I think we also have to go back and look

1 at the statute, and the statute says we can promote the  
2 viability of the dairy industry. And I'm not sure that  
3 they would be thrilled with us if it's, if we direct it  
4 at any one segment. I know where the money comes from.  
5 That happens to be where, in our system, it got set up  
6 to function, in part, a great deal, and to this day a  
7 good thing. Much as we'd like to sell much more milk in  
8 the north for Model Dairy, the reality is about  
9 70 percent of our milk here comes from out of state.  
10 And every time we promote fluid milk, they benefit, and  
11 they're paying for it. You know?

12 We understand, we're concerned about the  
13 whole industry more as the Dairy Commission and not one  
14 segment. We do pretty much appreciate where the money  
15 comes from, but we also have check-off from the dairymen  
16 going to Nevada, or Nevada Utah Dairy Council, and their  
17 job is to promote fluid milk sales, not the viability of  
18 the industry as a whole. So --

19 CHAIRMAN COOK: We don't want to get into a  
20 situation where we create any rivalry.

21 MR. HETTRICK: And we've been there, done  
22 that with the Nevada Utah Dairy Council, and have  
23 created a lot of grief. They feel like we're competing  
24 with them, and they don't get happy.

25 So I appreciate, again, John, where you're

1 coming from. We very much appreciate your interest in  
2 promoting the industry, but I don't think we want to go  
3 into direct fluid milk promotion. I don't think we can,  
4 but don't think we want to because of all the  
5 situations --

6 CHAIRMAN COOK: Oh, but there's no reason  
7 why, you know, as Gary said, that, okay, you're going to  
8 be showing up at a school in Washoe County, that Model  
9 Dairy couldn't roll up behind you with a truck, a refer  
10 truck, with some milk to hand out.

11 MR. HETTRICK: And whether they hand out  
12 milk or not, I would love to have the milk truck there.  
13 Even a tanker if it was empty. Anything.

14 COMMISSIONER COLLIER: Bring a, bring a semi  
15 full of ice cream.

16 CHAIRMAN COOK: Bring one of the home  
17 delivery trucks and --

18 MR. RECK: We've been promoting that big  
19 time. So, yeah, all of the above.

20 MR. HETTRICK: Yeah. I mean, I think  
21 anything that just sparks interest in kids and they  
22 think about it and, and, you know, they think about milk  
23 is a good thing.

24 COMMISSIONER COLLIER: On tax day here, I  
25 remember when you went to the post office and everybody

Public Meeting - 6/18/2015  
Nevada Dairy Commission

1 was giving in their tax forms, Model Dairy and all of  
2 the rest of them used to be there giving out ice  
3 cream --

4 MR. RECK: Yeah.

5 COMMISSIONER COLLIER: -- and everything,  
6 you know, when everybody's turning in their taxes. All  
7 right. Enough. Enough. Thank you for the insight.

8 MR. HETTRICK: Oh, yeah.

9 CHAIRMAN COOK: Anything else for the good  
10 of the industry, the Dairy Commission for the State of  
11 Nevada? The great State of Nevada? Nothing? Okay.  
12 Well, then, let us adjourn this meeting.

13 (Meeting adjourns at 1:52 p.m.)

14 -oOo-

15

16

17

18

19

20

21

22

23

24

25

1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12  
13  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25

BOARD SIGNATURE PAGE

CHRISTOPHER COOK, CHAIRMAN

JOHN COLLIER, MEMBER

TROY CROWTHER, MEMBER

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 18th day of June, 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

15

16

17

18

19

20

21

22

23

24

25