



Vermont Cheese Council
Executive Committee Agenda
Wednesday, April 18, 2012

Present: Mark, Rachel, Lisa, Christopher, Jeannine, Nat, Vince, Jeremy by phone.
Meeting started 1:15.

ACS: Could VCC members consolidate a pallet of cheese for shipment to the ACS competition? **Christopher will find out about shipping, Rachel will ask VCC members, Nat will forward ACS info & contact them.**

Marketing & Promotion

Website / Art – we will have updated images from Amy for website/festival ad.

Events

Cheesemaker Festival – have sold 630 tickets to date. Seminars not selling as well. Tickets with wine tastings are 2:1 of sales.

Strolling of the Heifers – would we donate cheese or funding?
Targeted to scholarships? **Rachel will check out options.**

Taste of VT, DC – some pushback about outsourcing cheese table set-up, but seems it will happen with Cowgirl Creamery.

Postcard – non-profit documents – we are 501(c)6, we need to find paperwork for this to get nonprofit rate & file biannual report to state

Video/Photography - Rachel contacted Deb Ellis at UVM. Maybe possibility for student to do at a cheaper rate. May invite to upcoming meeting.

Education

Food Safety

VIAC Project – Update on Meeting 4.4.12. VCC reps met with Cathy and DJ from VIAC. They have some disagreements with the HACCP handbook, although have not read it fully. They are connecting with FDA & DMI on FSMA and future food safety training for cheese makers. Much discussion on how best to work together with all parties on food safety.

Mark will talk to Peter about differences.

HACCP Handbook & Training – out in final form. Extension agencies are interested in using it. Peter would like to use it in his classes and for sale. The idea would be to print copies and also put it in the website members-only section for VCC member distribution, once we have a chance to all read and review it. **By May 9 (virtual meeting) we will have comments.**

AIC Funds – proposal did not get accepted, but may be future opportunities.



Admin/Miscellany
Survey

Meeting with Karen Lynch (RBEG), Chuck Ross,
Dan Scruton – May need to use funding more quickly,
Rachel will send out background information.

Meeting Schedule for 2012

Membership -
Cheesemakers
Associate

Adjourned 3:55. Next meeting May 9 by phone.

Respectfully submitted

Nat Bacon