



Vermont Cheese Council Executive Committee Agenda Wednesday, June 20, 2012

Present: Mark, Rachel, Lisa, Jeannine, Nat, Jeremy.
Meeting started 1:25.

ACS: Consolidation for 2013. Some producers indicated they would be more likely to submit entries for competition next year with a reduced cost through consolidation. Goal is to have plan in place for next annual meeting.

Will discuss Provisions angle with Christopher at next meeting.

Rachel, Jeremy, and Lisa will be attending ACS this year. Discussion about whether in the future we should offer ACS trip to winner of "People's Choice" winner at VT Cheesemaker's Festival. Tabled for now.

Not great responses yet for call for cheese sample for Breakfast Sponsorship, but seems we will have enough cheese.

RBEG – We need to spend it down rather than resubmit. We have \$29k available, can spend \$19k without match, \$10k with match. Rachel's salary April 1 – September 24 will be ~\$20k, so that takes care of much of it. Things like ACS brochure artwork, website updates (glossary, database) can also be paid for.

- **Festival hours now included in RBEG request - note that these funds will not be available next year.**
- **Website updates – Rachel can spend funds as needed to accomplish this**
 - **Art**
 - **Glossary page**
 - **Create database**
 - **Resource pages**

Marketing & Promotion

Video/photography – still need a professional to do the work (i.e. go on the road) by 8/1 before ACS. Will need updated pictures from producers.
Nat will call Jordan Silverman to see if he is interested.

Events

Cheesemaker Festival – 132 tickets left, 150 on hold. 1050 alcohol, 400 non-alcohol, 30 seminar tickets left, 50 wine left. Will sell remaining seminar/wine tastings with final released tickets.

- Executive Committee shifts needed at VCC table – 10am and 4pm, so 2hr shifts needed for afternoon as Lisa and her husband will cover the morning. **Rachel to send out email for pm shifts**
- People's Choice Award – should we do just best cheese, booth design, other foods? **Decision was to keep it simple and do favorite cheese, 1 ballot chosen for 2013 comp ticket. Announcement**



to be made on VCC Facebook page/Twitter/e-newsletter.

HACCP Handbook & Food Safety – We had a long discussion about the revised version of the handbook (with pasteurization as the sole CCP), appropriate HACCP for raw milk cheesemakers, and the efforts to work with VIAC to this end. This is a time of uncertainty as FDA seeks to make new rules for cheese safety, which is affecting this effort. We did not reach a resolution on how to proceed with the handbook, specifically regarding what should go into the CCP section. Peter will continue to use it for his classes without the VCC name on it. As part of this discussion, we talked about ways to foster better communication and collaboration between VCC, VIAC, the state Agency of Ag, and other interested parties.

Admin/Miscellany

Survey

Meeting Schedule for 2012 – August 15th. **Nat will send out list of 3rd Wednesdays.**

Adjourned 4:00. Next meeting 8/15.

Respectfully submitted

Nat Bacon