



# Granite State Dairy Promotion Newsletter

## New Hampshire Dairy Book Available

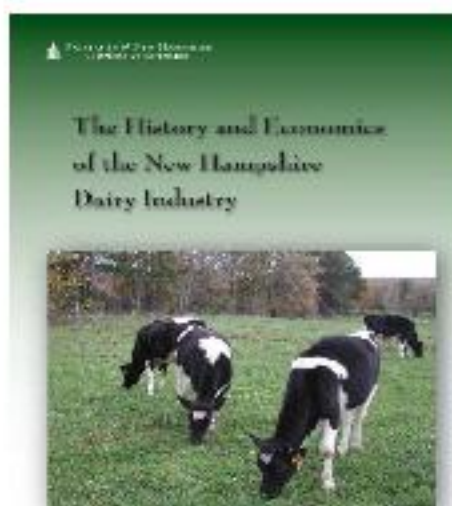
Article By: John Porter

Over the last two years, 10 Cooperative Extension Educators and agricultural professionals have developed one of the first books written to trace the history of the New Hampshire dairy industry and its impact on the state. It is entitled *"The History and Economics of the New Hampshire Dairy Industry."*

The book is fully illustrated with photos of the modern industry, as well as antique pictures of yesteryear. Original documents back to the 1880s were used to dig out interesting facts and figures about the New Hampshire

dairy industry, such as visits by W.D.Hoard to Concord in the 1890s to discuss cow comfort, and a dairy meeting in Lisbon in 1906 with an evening attendance of 700 people. Also featured in the book are the 12 producer-distributors who market value-added dairy products from the farm and the five commercial processors, which handle large volumes of New Hampshire milk.

The development of the book was supported by Granite State Dairy Promotion at the request of the New England Dairy Family Dairy Farms Cooperative (NEFDfC), and the study and publication were done by UNH Cooperative Extension. NEFDfC was formed to look at new ways of marketing milk in New England with the goal of creating an identity for locally-produced milk which would return more dollars back to the farm. Granite State Dairy Promotion is the



*"The History and Economics of the New Hampshire Dairy Industry"*

farmer-supported milk promotion group that funds efforts to improve the awareness of the dairy industry and increase the sale of milk and dairy products.

Steve Taylor, former commissioner of the NH Dept. of Agriculture Markets & Foods, and Lorraine Merrill, newly appointed commissioner, teamed up to write a very informative section about the state government's role in the development of the NH dairy industry. This includes a very interesting chronology of the impact of disease eradication on the establishment of a safe milk supply in New Hampshire.

Other chapters and authors include: The University's Role in the Dairy Industry-

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AND MUCH MORE!

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# NH Cheese Maker's Guild is Formed



Article By: Amy Hall

Cheese makers from farms across New Hampshire came together on January 22nd to discuss and measure interest in forming a New Hampshire cheese maker's organization. Represented at the meeting were the owners of Sandwich Creamery, Agape' Homestead Farm, Robie Farm and The Via Lactea Farm. The meeting was organized by Gail McWilliam Jellie, Director of Agricultural Development for the NH Department of Agriculture. Those in attendance agreed starting such a group was a step in the right direction. As a result, the "New Hampshire Cheese Maker's Guild" was formed.

Forming a guild stemmed from a specialty crop block grant given by the University of New Hampshire. Specialty crop block grant funds are intended to enhance the competitiveness of specialty crops. Specialty crops are defined as fruits and vegetables, tree nuts, dried fruits, and nursery crops. Unfortunately, dairy products are considered ineligible for this type of funding. However, fruit grapes for wine are eligible. Because of this, UNH has given funds for the development of a "New Hampshire Wine and Cheese Trail." New Hampshire Travel and Tourism has matched the University's funding, and as a

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## BROCCOLI - CHEESE SOUP

*2 Tbsp. butter  
3/4 c. chopped onion  
6 c. water  
6 chicken bouillon cubes  
4 c. fine egg noodles  
1 tsp. salt  
2 (10 oz.) pkg. frozen broccoli  
6 c. milk  
1/8 tsp. garlic powder  
4 c. cheddar cheese*

*Saute onion in butter for 3 minutes. Add water and bouillon. Boil until dissolved. Gradually add noodles and salt. Boil 3 minutes, uncovered. Stir in Broccoli and garlic powder. Cook 4 minutes until broccoli is tender. Add milk and cheese. Cook until cheese melts, Makes 4 quarts.*



# New Director of Promotions Hired

Amy Hall  
Director of  
Promotions

October 22nd was Amy Hall's first day as Director of Promotions for Granite State Dairy Promotion.

Amy's passion for marketing and promotional development started while attending Keene State College. While there, Amy was the Managing Editor of the college newspaper -marketing and creative thinking were priorities. Amy graduated from Keene State in 2001 with a BA in English and Journalism.

Amy has a solid track record for increasing agency awareness via brand recognition, grassroots efforts, marketing campaigns, community building and

relationship development.

After working 5 years in the private sector of the health insurance industry, Amy decided to bring her marketing knowledge to the non profit world. As a Marketing Representative for SCHIP (State Children's Health Insurance Program) Amy was able to increase program recognition and enrollment in 4 New Hampshire Counties. By appealing to community partners, she was able to incorporate program information into hospital and agency newsletters, radio ads, websites, school report cards and public access television.

Using both innovative and aggressive strategies, Amy was able to get 2 elementary schools to a 100% insured student population.

Amy was able to build and implement strong, self sustained promotional activities. As a result, program applications increased by 137.5%.

After 2 years traveling the state of NH, Amy decided it was time to change direction.

"I am truly excited to work for GSDP and NH dairy farmers. I look forward to building strong relationships and making them proud of the work I do on their behalf."

Carrie Putnam will remain at GSDP while Amy learns more about the dairy industry.

"I don't know what I'll do without Carrie. She has been a wonderful teacher and coworker."

Amy lives in Belmont, NH with her husband David and their dog Ranger.

## BOOK Cont. from Pg. 1

Dr. Peter Erickson, UNH; History - John Porter and Francis Gilman, UNH Extension Specialists, Emeriti; Economic Model- Michal Lunak, UNH Extension Specialist; Milk Marketing- Christine Braley Rasmussen, Executive Director of NEFDPC; Cost of Production- Michael Sciabarrasi, UNH Extension Specialist; Wildlife and Habitats- Matt Tarr, UNH Extension Specialist; and Quality of Life and Open Space- Dorothy Taylor, Society for the Protection of New Hampshire Forests.

This book is a must read for anyone interested in New Hampshire agriculture. Complimentary copies are being provided to legislators and commercial dairy producers. Amy Hall and Carrie Putnam of Granite State Dairy Promotion will hand deliver a complementary copy to every NH dairy farmer -Be on the lookout for the Granite State Dairy Promotion truck pulling into your farm soon. If you are unavailable, a copy will be mailed to you.

Books are available from UNH Cooperative Extension and Granite State Dairy Promotion. You can obtain copies from Amy Hall, Director of Promotions, for \$19.95 plus shipping. She can be reached by phone at (603) 271-3696 or via e-mail at [gsgdp@comcast.net](mailto:gsgdp@comcast.net)

GUILD Cont. from Pg. 2

result, created new opportunities for NH cheese producers.

Guild members will have the option to be a stop on the wine and cheese trail, which is currently looking for cheese makers to partner with. At present, there are 10 licensed cheese producers in New Hampshire. The development of such a trail will depend on the number of cheese producers willing to participate.

Forming a guild will open doors to receive future grants, promotional dollars and funding. Umbrella organizations such as NH Made and the Buy Local Campaign will further assist the guild in efforts to increase the awareness of, and demand for, New Hampshire-made cheese. Gail suggested the group strongly "consider becoming a Standing Committee within the NH Made organization as had the NH Winery Association and the NH Farmers' Market Association. NH Made has federal 501 (c) 3 non-profit status and becoming a Standing Committee would provide access to that status when seeking grants and receiving grants."

In addition, the guild offers new opportunities for networking, education and support. It will allow for discussions around promotion, marketing strategy and business advancement. The guild hopes to raise interest in cheese making and encourage other dairy farmers interested in the trade to consider joining.

The New Hampshire Cheese Maker's Guild will be meeting again on Monday, February 25th at 10:00. The meeting will be at the Farm Bureau Office in Concord, NH. It is anticipated that most of the communications of the organization, once it is in place, can happen via email with one or two actual meetings per year.

If you would like more information on the guild or how to be a part of the planning process, please contact Gail McWilliam Jellie at 271-3788 or by e-mail at [gmcwilliam@agr.state.nh.us](mailto:gmcwilliam@agr.state.nh.us)

## UPCOMING EVENTS

**GSDP Board Meeting**  
Wednesday, February 20, 2008  
9:00-11:00 AM  
Location:  
NH State Annex Building  
Room 201



**Legislative Luncheon**  
**Book Distribution and Education**  
Wednesday, February 20, 2008  
11:00-1:30  
Location:  
NH State Capital Building  
Cafeteria



**Bill Koch League Festival**  
March 1st & 2nd, 2008  
Gunstock Nordic Center  
Gilford, New Hampshire



**Amy and Carrie from Granite State Dairy Promotion will be delivering complementary copies of "The History and Economics of the New Hampshire Dairy Industry," to each NH dairy farm. Be on the lookout!**

# NH Fun FARM



"Let's eat the grass in perfect circles.  
It drives them crazy."

"Even if a farmer intends  
to loaf, he gets up in time  
to get an early start."  
-Edgar Watson Howe

A cocky State Highways employee stopped at a farm and talked with an old farmer. He told the farmer, "I need to inspect your farm for a possible new road."

The old farmer said, "OK, but don't go in that field." The State Highways employee said, "I have the authority of the State Government to go where I want. See this card? I am allowed to go wherever I wish on farm land."

So the old farmer went about his farm chores.

Later, he heard loud screams and saw the State Highways employee running for the fence and close behind was the farmer's prize bull.

The old farmer called out, "Show him your card!!"

## NH Dairy Producers, Farmers and Friends -

This page is for you! We want your stories, daily schedules, pictures of your farm, family, cows, etc. If you have an opinion, concern or just want to share what a day on your farm is like, send it to us! We welcome feedback on this newsletter. Please send us your comments or suggestions for future issues to [gdp@comcast.net](mailto:gdp@comcast.net) or mail to Granite State Dairy Promotion, 25 Capital St., PO Box 2042., Concord, NH 03301. If you feel that some of the ideas contained in our newsletter have helped you, we would love to hear about it.



BESSIE-- I  
CAN'T BELIEVE  
YOU ACTUALLY  
DID IT!!

Hey! I  
GOTTA BE  
ME!

# GSDP Board of Directors

Tim Riel -Co Chair, Epsom

Courtney Hodge -Co Chair, Hinsdale

Kris May -Vice Chair, N Haverhill

Martha Crete -Treasurer, Boscawen

Russ Atherton- Secretary, Lee

Gail McWilliam -Advisor

John Porter -Advisor

Mike Connolly, Temple  
Steve Holmes, Langdon  
Chuck Price, Gilmanton  
Jon Whitehouse, Durham  
Deb Erb, Landaff  
Stan Grimes, Pembroke  
Hal Bodwell, Kensington  
Pete Erikson, Durham  
George Glines, Canterbury

## Granite State Dairy Promotion Looking for Board Members

According to by laws, each director shall be a resident of New Hampshire and shall have a direct connection to the dairy industry, with a majority of the board consisting of producers who check off to Granite State Dairy Promotion. Directors serve a term of three years, on a rotating basis. The board and its members meet quarterly however, may be required to attend monthly meetings and be called upon to serve as liaison to other groups. For more information on joining the board, please contact Tim Riel at 228-3888 or by e-mail at [timothy.riel@dairymarketingservices.com](mailto:timothy.riel@dairymarketingservices.com)



# What is this Newsletter?

Article By: Amy Hall

The purpose of the Granite State Dairy Promotion (GSDP) newsletter is to keep NH dairy farmers informed of what GSDP is doing and how check off dollars are being spent. This will be a quarterly publication intended to keep

communication regular and constant.

The newsletter will assure that NH dairy farmers are aware of upcoming events and their results.

This being the first of its kind, your feedback and input is encouraged.

Although we may not be able to incorporate all feedback or advice, we want this newsletter to be useful and informative.

Eventually, we'd like to see the "NH Fun Farm" page turn into a networking device. A way to connect farmers to one

another -Serving as an informational bridge connecting ideas, stories and eventually full NH dairy farm profiles. If you'd like a profile of your farm in an upcoming newsletter please call Amy Hall at 271-3696.



# Check Out Your Check Off!

## Extra Cheese Please!

Article by: Amy Hall

Pizza has become an American food icon. It may be difficult to find anybody who doesn't enjoy or crave pizza. It's a go-to food that is fast, easy and loaded with cheese!

This is why Granite State Dairy Promotion has partnered with a handful of NH pizza restaurants to promote dairy and cheese.

The project is simple. Pizza shops willing to participate will be provided with a roll of stickers and a dispenser. Each pizza that leaves their shop will have a Granite State Dairy Promotion sticker adhered. The sticker promotes the mission of GSDP and encourages ordering "Extra Cheese Please."

Pizza shops that are participating include, Constantly Pizza in Penacook, Tilton and Concord. Enfield House of Pizza (Enfield), Espresso Pizza (Nashua), Royal Family Pizza (Rochester) and Pizza Market in Goffstown.

The sticker is pictured below, along with pizza facts on the right.



Support your bones and the mission of New Hampshire dairy farmers.

Order your pizza with  
**EXTRA CHEESE PLEASE!!!**

Find out more about us at [www.gsd.org](http://www.gsd.org)

Left: A youngster enjoys the day.

Right: Amy Hall and Carrie Putnam scoop ice cream.



A young boy gets his free ice cream. Yummy!!!



## Funspot Opens Doors to Military and Their Families

Article from Laconia Citizen

For a second time, Funspot has said "thank you" to the NH's active-duty servicemen and women and their families with free games, food and drink. Funspot Military Appreciation Day 2008 was sponsored by Granite State Dairy Promotion and your local New Hampshire Dairy Farmer and the NH Army National Guard.

The arcade which counts more than 500 games, including videos, pinballs, redemption games and kiddie rides, opened its doors from noon until 6 p.m. on Sunday January 20th to an estimated 1,000

visitors and let them have the run of the place.

Granite State Dairy Promotion provided free ice cream and prize giveaways to military and their families as a show of support and appreciation. It was also a great way to promote the mission of GSDP.

Amy Hall, Director of Promotions for Granite State Dairy Promotion, said Funspot Military Appreciation Day went "phenomenally well." Her group doled out nine gallons of ice cream, which was "gone in an hour and 20 minutes."

## Pizza Stats and Facts

Americans eat more pizza on Super Bowl than any other day of the year.

Americans eat approximately 100 acres of pizza EACH DAY, or about 350 slices per second. (Source: National Association of Pizza Operators)

According to a Gallup Poll, kids between the ages of 3 to 11 prefer pizza over all other food groups for lunch and dinner.

66.66% of Americans order pizza for a casual evening with friends. (Source: Bolla Wines.)



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**The Mission of Granite State Dairy Promotion is to increase the sale and use of milk and other dairy products through promotional activities, nutrition education, and to enhance the image of the dairy industry in New Hampshire.**

**In undertaking this mission, GSDP purposely builds on national and regional dairy industry research and promotion efforts. Nutritional education support, especially for increased usage by the food service market, is provided through the New England Dairy Council. New England Dairy Promotion (NEDPB) milk and dairy products advertisement and retailer education supports sales in key markets for New Hampshire milk. Research and development, the purview of Dairy Management Inc. (DMI), leads to new products, new market, and advertising initiatives. The milk processors association increases consumer awareness of milk in its national advertising campaign. GSDP gains added benefit for the New Hampshire dairy industry from these national and regional programs by localizing them to New Hampshire.**

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