

**MINUTES SERA-IEG-15 (COMPETITIVENESS OF THE SOUTHERN DAIRY
INDUSTRY)
February 9-10, 2003**

To accommodate the schedules of participants in SERA-IEG-15 (IEG), two meetings of the IEG were scheduled in conjunction with the 29th Southern Dairy Conference. The first meeting was called to order at 5:00 p.m. on February 9, 2003 by its chair, Wayne M. Gauthier. The second meeting was called to order at 8:30 p.m. on February 10, 2003 by Gauthier. Participants in those two meeting were:

		<u>Feb. 9, 2003</u>	<u>Feb. 10, 2003</u>
Angelica Chapa	Mississippi	X	X
Lane Ely	Georgia	X	X
Wayne Gauthier	Louisiana	X	X
Gary Hay	Louisiana	X	X
Bill Herndon	Mississippi	X	X
Bruce Jenny	Louisiana	X	
Terry Kiser	Mississippi	X	X
Pete Moss	Alabama	X	X
Roger Natzke	Florida	X	X
Steve Nickerson	Virginia	X	
Jodie Pennington	Arkansas	X	
Gary Rogers	Tennessee	X	
John Rushing	North Carolina	X	X
Bill Thomas	Georgia	X	
Steve Washburn	North Carolina	X	X
Lon Whitlow	North Carolina	X	X

- Dr. Terry Kiser, administrative adviser to the IEG, advised the group:
- a. An IEG requires one person to serve as a chairperson and a second person to serve as secretary.
 - b. The annual report must provide for a listing of participating universities
 - c. An IEG is primarily a research activity as distinct from a SERA-IEG which has both extension and research components
 - d. **The Southern Dairy Conference Program has both research and extension components and meets the guideline for a SERA-IEG.**
 - e. With regards to renewal of the IEG, the options before the group was to :
 - i. Do nothing and let it expire on September 30, 2003
 - ii. Submit the necessary paperwork requesting its continuation

At the conclusion of Dr. Kiser's remarks, the general discussions and subsequent votes at both meetings favored retention of the SERA-IEG for the primary purpose of organizing and conducting the Southern Dairy Conference.

It was moved and seconded that Gary Hay, John Rushing and Bill Herndon would draft the request for a replacement SERA-IEG. Dr. Kiser's office will identify pertinent dates for submission and provide guidance upon request.

A motion to have officers of the SERA-IEG also serve as officers of the Southern Dairy Conference was seconded and passed on voice vote. That motion provided for the officers to consist of (1) a chairman of both the SERA-IEG and of the Southern Dairy Conference and (2) a vice-chairman and recording secretary of the SERA-IEG who would ascend to the chairmanship of the SERA-IEG and of the Southern Dairy Conference in the following year. That motion also provided for Bill Thomas to serve as the perpetual Secretary-Treasurer of the Southern Dairy Conference for so long as he might want by virtue of his position with the University of Georgia and record of stellar performance.

A motion to elect Gary Hay as the 2003-2004 chairman of the SERA-IEG and 2004 chairman of the Southern Dairy Conference was seconded and passed by voice vote. A motion to elect Geoff Benson as the 2003-2004 recording secretary of the SERA-IEG was seconded and passed by voice vote. This means that Benson will serve as the chairman of the 2005 Southern Dairy Conference. Their responsibilities began immediately.

Gary Hay began soliciting information pertinent to the planning process of the 2004 Southern Dairy Conference. Dr. Kiser thought it would be well to invite industry personnel, as external stakeholders, to participate in the planning process. Names and topics suggested for the 2004 Southern Dairy Conference included:

- (1) "Bees" Butler, a dairy marketing economist from California, to give the outlook and to speak about the economics of organic milk and maintenance of solids in milk.
- (2) The American Farm Bureau Federation has assembled a committee of economists including Bill Herndon, Bob Cropp and Mark Stephenson to provide for a critique of the three studies of the U.S. dairy industry that the USDA is required to deliver to the U.S. Congress in the spring of 2004. One or more members of that AFBF committee as well as a USDA representative might be invited to share their findings.
- (3) Identification of alternative energy enterprises from dairy farms such as methane production.
- (4) CLA (Conjugated Linoleic Acid)
- (5) Effects of Lowering Somatic Cell Counts. This proposal is coming from the Interstate Milk Shippers Association. Steve Nickerson.

There was a discussion of the feasibility of a summer meeting versus conference calls and e-mails to continue the planning of the 2004 Southern Dairy Conference with no resolution. There was a consensus to maintain ongoing communications. The meeting was then declared adjourned.

Respectfully submitted,
Wayne M. Gauthier, Chairman
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