

ADGA MID-YEAR REPORT 2017

DATE: 4-5-17

COMMITTEE: Products Committee

COMMITTEE CO-CHAIRPERSON: Karyl Dronen

COMMITTEE MEMBERS: Jennifer Bice, Paula Butler, Terri Coleman, Ana M Iverson Cox, Kennon D. Feaster-Eytchison, Caroline Lawson, Shirley McKenzie, Jennifer Lohman-Peterson, Christine Owen, Nicci Pretti, Sharilyn Reyna, Darla Sasse, Sharon McCoy, Mary Grace Erickson, LaNell Lindell, Mark Stevens, Trina Voss.

A. COMMITTEE GOALS AND OBJECTIVES FOR THE YEAR: The following goals have been set for the year.

1. American Goat Cheese Championship at the 2017 Annual Convention in Atlanta, GA
2. American Bath Care Products Championship at the 2017 Annual Convention in Atlanta, GA
3. Assist the Annual Meeting committee with the Goat Products Reception.
4. ADGA informational booth at 2017 World Dairy Expo, Madison, WI Oct. 3-7
5. ADGA information booth at 2017 World Ag Expo, Tulare, CA Feb. 14-16
6. Recruitment of new sponsors for competitions.

B. SUMMARY OF WORK DONE THUS FAR:

1. Two judges have been selected for the cheese championship, Gianaclis Caldwell, Rouge River, OR and Tim Gaddis, Atlanta, GA.
2. Two judges have been recommended for the bath care competition.
3. Contact continues with the Annual Convention committee and host committee concerning sessions to be offered at convention and the Goat Products reception.
4. The booth for the 2017 World Dairy Expo Oct. 3-7 has been reserved.
The booth at the 2017 World Ag Expo Feb. 9-11.

C. FINANCIAL REPORT - COMMITTEE EXPENSES THUS FAR: \$1710 to reserve booth at 2017 World Dairy Expo. TOTAL EXPENSES SO FAR: \$1710

D. PROBLEMS ENCOUNTERED: None.

E. PLANS FOR THE REMAINDER OF THE YEAR:

1. Send out publicity for the American goat cheese championship and American bath care championship competitions.
2. Revise forms for cheese and bath care products competition.
3. Continue work for the cheese and bath care products competitions and Goat Products reception at the Annual Convention.
4. Continue work in preparation for the booth at World Dairy Expo and World Ag Expo.
5. Continue work on Products Committee website.

F. COMMITTEE MEMBERS NOT RESPONDING TO CORRESPONDENCE: No problems.

CO-CHAIRPERSON'S SIGNATURE: Karyl Dronen