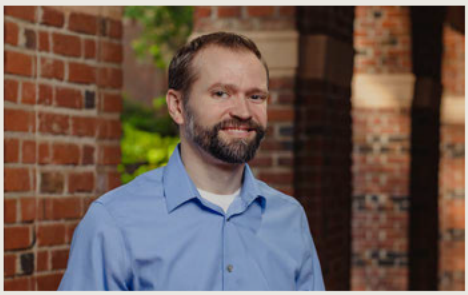
MORRISON

IN THIS ISSUE:

THE ESSENCE OF PURPOSE

Morrison's People Solutions Manager Jeff Boian shares why organizational mission statements are the recipe for direction and culture.



GETTING TO KNOW TIM PETERS

Learn more about longtime Morrison employee Tim Peters, recently promoted to Business & Accounting Advisory Manager.

MORRISON SNAPSHOTS

We've been busier than ever this past season! Check out some of our latest highlights.

CLIENT CORNER

There is always something new going on, so get caught up with our latest client news.

CALIFORNIA DAIRY RESEARCH FOUNDATION:

LEADING THE WAY IN DAIRY INDUSTRY INNOVATION

Recognizing that a thriving dairy industry is reliant on research, the California Dairy Research Foundation (CDRF) is a visionary non-profit organization facilitating research and science-based educational programs to ensure an innovative and sustainable California and United States dairy industry.

A 501 non-profit public research management corporation governed by a producer-led Board of Directors (comprised of key organizations who represent multiple perspectives within the dairy industry), CDRF has supported the California dairy industry through relevant and emergent research, producer education, and outreach for the past 35 years. CDRF is primarily funded by the California Milk Advisory Board (CMAB), which receives check-off dollars from California dairy producers. CDRF seeks project co-funding, including competitive grants, wherever applicable to maximize funding and research investment opportunities.

CDRF's strategic plan focuses on five core areas: environmental management, social responsibility, human health and nutrition, capacity building, and product innovation.

Key past research supported by CDRF's efforts have included:

- Research published by the International Milk Genomics Consortium in 2023 found that memory and learning performance in mice carrying genes that cause Alzheimer's disease improved after three months of consuming whey protein powder.
- A study in the Journal of Dairy Science found that the greenhouse gas emissions per unit of milk produced in California declined by 45 percent since the 1960s, and the amount of water used per unit of milk decreased more than 88 percent thanks to production efficiencies achieved by producers.
- More than 784 California dairies are currently certified by the California Dairy Quality Assurance Program (CDQAP) with cumulative cost savings to California dairy producers of over $2.5 million annually.

A driving force behind CDRF's success for half of the foundation's history has been its executive director, Denise Mullinax. With a bachelor's degree in animal science and a master's degree in agriculture and management from University of California Davis, Denise worked as a dairy advisor in Stanislaus and Merced counties, and as producer education and quality coordinator for Hilmar Cheese Company, before joining CDRF in 2006 as environmental lead and assistant director of the CDQAP. In 2019 she was appointed executive director. Denise and her team, including Executive Administrator Kimberly Yarris and Chief Science Officer Dr. Kevin Comerford, work closely with researchers, grant agencies, and producers to promote competitiveness and innovation within the industry while also improving the ability to respond to consumers' and customers' market demands.

CONTINUED ON INSIDE RIGHT PANEL ▶

In early 2022, when USDA Secretary Tom Vilsack announced the historic new $1 billion Partnerships for Climate-Smart Commodities (PCSC) grant program, Denise approached Morrison's grants team to assist with an application to build climate-smart dairy markets and provide financial incentives for California dairy farmers to adopt climate-smart manure management practices that reduce both methane emissions and nitrogen surplus. When the final awards were announced (and the total USDA investment had grown to $3 billion), CDRF and its collaborative partnership of more than 20 dairy organizations received an astounding $85 million to advance climate-smart dairy farming practices in California.

In a remarkable partnership with the California Department of Food and Agriculture (CDFA), CDRF has already begun to deliver financial incentives to California dairy producers through its new PCSC-funded Dairy Plus Program. In late 2023, the program announced $18 million in grant funding to 15 Central Valley dairies to support the adoption of new manure management practices. These dairies will use the grant funding to install filtration of manure wastewater using worms (vermifiltration), coagulation of fine manure solids out of liquid (advanced solid-liquid separation assisted by flocculants), and non-mechanical separation of manure solids from water (weeping walls) that can help capture nitrogen and keep more manure out of a liquid environment; projects could also incorporate aerated composting and subsurface drip irrigation for further nutrient processing and application.

Morrison is proud to have contributed to CDRF's successful PCSC application. Morrison's services to CDRF have grown to include grant administration and strategic plan development. We are honored to work with non-profit organizations like CDRF who provide essential services and support to agricultural producers.