

MICHIGAN COMMISSION OF AGRICULTURE AND RURAL DEVELOPMENT

Geagley Laboratory, Gordon Guyer Room
1615 S. Harrison Road
East Lansing, MI 48823

MEETING MINUTES JULY 17, 2012

PRESENT:

Velmar Green, Chairperson, Michigan Commission of Agriculture and Rural Development
Bob Kennedy, Vice Chairperson, Michigan Commission of Agriculture and Rural Development
Diane Hanson, Secretary, Michigan Commission of Agriculture and Rural Development
Don Coe, Michigan Commission of Agriculture and Rural Development
Trevor Meachum, Michigan Commission of Agriculture and Rural Development
Jamie Clover Adams, Director, Michigan Department of Agriculture and Rural Development

INTRODUCTION OF NEW DIRECTOR

Commissioner Green introduced the new Director for the Michigan Department of Agriculture and Rural Development (MDARD), Jamie Clover Adams, and welcomed her to the department.

CALL TO ORDER AND ROLL CALL

Chairperson Green called the meeting of the Commission of Agriculture and Rural Development to order at 9:00 a.m. on July 17, 2012. Commissioner Hanson called the roll with Commissioners Coe, Green, Hanson, Kennedy, and Meachum, and Director Clover Adams present.

APPROVAL OF AGENDA

MOTION: COMMISSIONER COE MOVED TO APPROVE THE MEETING AGENDA FOR JULY 17, 2012. SECONDED BY COMMISSIONER HANSON. MOTION CARRIED.

APPROVAL OF JUNE 13, 2012, MEETING MINUTES

MOTION: COMMISSIONER MEACHUM MOVED TO APPROVE THE JUNE 13, 2012, MEETING MINUTES. SECONDED BY COMMISSIONER KENNEDY. MOTION CARRIED.

NEXT SCHEDULED MEETING

The next scheduled meeting will be held on August 8, 2012, at 1:30 p.m. in the ConCon Room, Constitution Hall, Lansing.

INTRODUCTION OF REPRESENTATIVE DALEY

Commissioner Green recognized Representative Daley, Chair of the Agriculture Committee. Representative Daley welcomed Director Clover Adams to MDARD, noting he recently met with her and previous Director Creagh, feels she will do a good job for the department, and looks forward to working with her. Even though the state is experiencing very dry conditions, it is amazing what the new hybrid versions of crops can endure.

Commissioner Coe expressed appreciation to Representative Daley for the work his committee has accomplished to assist Michigan's agriculture industry.

COMMISSIONER COMMENTS AND TRAVEL

Commissioner Kennedy reported it is extremely dry in his area of the state and it is becoming a critical situation for production agriculture. Saginaw Valley is somewhat better than some areas of the state. The current market increase has added \$2.00 to the price of corn and wheat since one month ago and \$2.50 to soybeans, placing the market at some all-time highs. In the future, there could be margin call issues for many elevator systems across the U.S.

There also was storm damage in his area, causing a considerable dent in one of their largest grain bins. Hail damage shredded corn and soybeans in one three-four mile square location.

With help from MDARD's Mike DiBernardo, they continue to work on finding white corn varieties suitable for the state.

Because of a company planning retreat, he will be unable to participate in the August 8 meeting and dinner.

He welcomed the new Director to the department.

Commissioner Meachum welcomed the new Director, adding he looks forward to working with her. His travel and activities have been short since he and his wife welcomed their twins six weeks early and, because she has had some complications, he is learning to be stay-at-home dad/farmer.

He joined a recent meeting with Under Secretary Dan O'Brien, at which Mr. DiBernardo was present as well. It was a round-table discussion with *Michigan Works!* held in Benton Harbor, which emphasized the diversity of agriculture in southwest Michigan.

Recently, he spoke at the National Women of Agriculture Annual Michigan Conference, which was an excellent event.

Southwest Michigan is parched; the last time he mowed his lawn was May 20. Corn that has not been irrigated is already past being able to be used for silage. With some rain, there might be hope for the soybeans. Some growers have disked their corn and replanted with soybeans; but without rain, they are not germinating. Producers are worried about market calls.

Commissioner Coe reported the state came forward with some assistance to the cherry farmers with low interest loans and he recognized GreenStone and Huntington Bank who have agreed to work with the state program. He is extremely disappointed with the remainder of the banking community who advised the program is not profitable enough for them to participate. This emphasizes the need for agricultural lenders who understand the industry, and GreenStone deserves the Commission's compliments. There has also been some disaster assistance planned within the Farm Bill.

Wine grapes are enjoying their best harvest in ten years. That crop missed the freezing this spring and canopies are full.

On June 14, he attended the Michigan Good Food Summit at which he presented an appreciation plaque to former Commissioner Fike in recognition of her service to the Commission. He attended a June 19 local Food Network meeting in the Traverse City area, a group that presents a good example of the food networks now forming across the state. That group is moving forward on their Regional Food Hub Project. On June 21, he attended the celebration of one of their local food programs, called "Taste the Local Difference" at Crystal Mountain.

The Value Added Conference was held June 25-26 at the Grand Traverse Resort during which he made a presentation on local zoning, expressing his concern about local township governments. On June 26, he participated in a conference in Traverse City with a group that had been formed out of Michigan State University (MSU) on pasture raised multi-species animal agriculture to create a network for small farmers to raise a small number of animals on their farms. Michigan Land Institute held a Pure Michigan marketing meeting with the local farming community and the Michigan Economic Development Corporation (MEDC) to discuss how they might tie into the Pure Michigan Campaign.

On June 29, the Office of Regulatory Reinvention (ORR) issued their report on the Michigan Liquor Commission. There are many provisions of that report that will benefit those growing crops for wineries, distilleries, and microbreweries. The Michigan Grape and Wine Industry Council (MGWIC), which resides within MDARD, issued a letter of support for the work accomplished by ORR. It will take a fair amount of legislative action, on which he encouraged MGWIC, MDARD, and Representative Daley to move forward. Although the report will be controversial, many of its provisions will assist in driving many of Michigan's small businesses forward and remove some of the regulatory barriers.

The National Cherry Festival held recently in Traverse City drew a huge crowd this year and was very successful in all aspects. He attended the festival, during which the Cherry Farmer of the Year Award was presented to Bob Gregory, who is with the Northwest Michigan Horticulture Station. On July 14, he attended a meeting in Traverse City with Senator Stabenow, and her message was clear relative to the importance of immediate action on the Farm Bill by the U.S. House. Yesterday, he participated with the working group that is developing a new strategic plan for MEDC's Travel Michigan/Pure Michigan program.

Commissioner Hanson added her welcome to Director Clover Adams. Weather in the Upper Peninsula (UP) is very dry, but not so much as in the lower areas of the state. There has been extensive crop loss in strawberries, raspberries, and hay. Combining of barley and oats will begin within the next ten days, which is two weeks earlier than normal.

There is a meeting scheduled for August to determine the educational component for the AgBioResearch Center in Chatham.

Commissioner Green again welcomed Director Clover Adams and advised this could be an advantage in respect to working with the Department of Natural Resources (MDNR). He recently attended the Bovine Tuberculosis (TB) Advisory Committee, and through the recent appointment of MDNR Director Creagh, MDNR now has a clearer understanding of the challenges faced by livestock owners. As presented during the committee meeting, if nothing is done, Michigan is faced with another 30-40 years of dealing with the disease. There are processes, that if implemented, could result in dramatic improvement within 7-14 years and he is optimistic that some of those programs can be initiated to reduce the TB numbers.

His area of the state is extremely dry, and because of the high winds, his facility operated for four days on generators only. He complimented all of the businesses that support agriculture when emergencies such as this arise. Several of their suppliers were right there to assist when needed.

They have had record wheat yields in the area, up to 93 bushels per acre, and the straw has been good as well. In the dairy business, there is a delicate balance between too much and too little milk production, and a shortened supply was actually needed. The heat wave created a \$5 difference between today's price and what they are now projecting in September.

He was disappointed with the recent MIRS article regarding MSU's study of the economic importance of agriculture in Michigan.

Today, he will be leaving the meeting early to attend a meeting at the 4-H Dairy Show on campus today. He serves on the committee that is developing ways to improve Michigan's 4-H program.

In addition to travel previously mentioned, Commissioners Coe, Hanson, Kennedy, and Meachum traveled to attend today's meeting. There was no other travel submitted for approval.

MOTION: COMMISSIONER KENNEDY MOVED TO APPROVE THE COMMISSIONERS' TRAVEL. SECONDED BY COMMISSIONER COE. MOTION CARRIED.

DIRECTOR'S REPORT

Director Clover Adams advised she is very happy to be with the department and it is something she had hoped to do since returning home to Michigan. She grew up on a farm in Ionia County, her father has a herd of Angus cattle, and she and her sister showed animals when younger. Ag Expo, the Livestock Expo, and agriculture are all very important to her.

Today is day seven for her as MDARD's Director. She joined Senator Moolenaar and Representative Pettalia for a heritage tour in northeast Michigan, which was a good trip. Discussions centered on rural development, an area on which she plans to focus.

The transition has been going smoothly. The department has an excellent staff and she is comfortable with their operating the agency while the Executive Office focuses on those things the Governor has asked MDARD to help the industry accomplish.

She deferred to Chief Deputy Director Gordon Wenk for a report on the Midwest Association of Departments of Agriculture (MASDA) meeting held recently in Indianapolis. Mr. Wenk reported crops are extremely dry in that area as well and have been suffering worse than Michigan. Main topics of the MASDA meeting included policy related issues around the Farm Bill and agriculture workers, in particular, ensuring reauthorization of the Farm Bill with the disaster aid programs included. Also of specific interest were the Specialty Crop Block Grants, which are used in many Midwest states, and continued funding for the Market Access Program (MAP), which is the export program.

During tours associated with the MASDA meeting, they visited Miller Veneer, which purchases much of their hardwood from Michigan and sells product worldwide. Miller noted it is very important that Michigan have people to work with landowners to make them aware of the value they have in their woodlots. This confirms the direction the department is taking as an agency in terms of providing private forestland assistance and working in cooperation with MDNR to implement a pilot project this year and continuing to expand that with support of legislation and additional resources for next year. They also toured Dow Agri-Science and learned about their tremendous biotechnology projects.

Conversations with the Midwest states were interesting and beneficial. In 2014, Michigan will host the MASDA meeting and the Traverse City area is being considered as the venue for that meeting. The National Association of State Departments of Agriculture will be held in Des Moines in September.

Commissioner Coe reported the Leelanau County Conservancy announced an initiative to fund the Conservation Districts for forestry consulting services to cherry farmers which will help them realize value from their woodlots. He encouraged the department to continue their work with MDNR in helping farmers effectively manage their woodlots.

In response to question from Commissioner Kennedy, Mr. Wenk reported MDARD plans to pursue potential opportunities for expanded wood product production in Michigan.

DIRECTOR'S TRAVEL

Director Clover Adams has no out-of-state travel planned in the near future.

PUBLIC COMMENT (AGENDA ITEMS ONLY)

Mr. **Ben Kudwa** from the **Michigan Potato Commission**, along with **Kathleen Hawkins**, with the **Michigan Beef Industry Commission**, welcomed Director Clover Adams on behalf of the commodity groups, noting the Michigan Beef Industry and Potato Commissions preceded Act 232 that organized the other commodity groups. He will forward to the Director a white paper outlining who the commodity groups are and what they accomplish. He also welcomed Commissioner Meachum to the Commission.

Ms. Hawkins added her welcome to the new Director, noting she has known her for many years and is pleased to see her in this new role. The Michigan Beef Industry Commission and the Michigan Cattlemen's Association work closely with MDARD toward eradication of Bovine TB in Michigan, the Michigan Agriculture Environmental Assurance Program (MAEAP), and the new Pure Michigan Agriculture Program. Her organizations are excited about the future and working with the Director as a partner.

Commissioner Green thanked Ms. Hawkins for the Michigan Cattlemen's Association's letter of appreciation to the department and recognition of their effective handling of a recent Bovine TB investigation. She added the department has a great team in place to assist on these issues.

BUDGET UPDATE: Amy Epkey, Budget Officer

Ms. Epkey reported the department has a budget increase for fiscal year 2013. She has been with MDARD for 12 years and this is the first time she has been able to report such encouraging news. This is a good indication of the Governor's commitment to agriculture, as well as that of the Legislature.

Since the last meeting, the department has begun the hiring process for a number of staff within the Dairy, MAEAP, Migrant Labor Housing, and Ag Economic Development Programs. The Request for Proposal for the Value Added Grant Program was released recently, which is the \$1.9M grant program, and applications are due by July 31.

As requested by the Commission last month, she reviewed a report depicting historical employee levels for MDARD. In 2003, the department had 1,012 employees on staff. That level fell to just 407 employees in 2011 and has increased slightly to 428 this year. A number of changes occurred during that timeframe, including removal of the Michigan State Fair from the department in 2006; declines in Emerald Ash Borer funding for staff; and removal from MDARD of the UP State Fair, the Office of Racing Commissioner, Accounting Services, and Human Resources in 2010. Next year, we anticipate employee numbers to have increased slightly.

Implementation of the 2013 budget has begun and soon the department will begin considering priorities for the 2014 budget. The Governor will release his 2014 budget proposal in February. The department will be working closely over the next few months with other agencies and stakeholder groups to determine what needs exist in the Forestry, Farmland Preservation, and Pesticide and Plant Pest Management Programs.

In response to comment from Commissioner Green, Ms. Epkey will report back to the Farmland Preservation Program relative to apparent delayed payments from the Treasury Department.

Commissioner Coe asked if additional staffing would now be required with the passage of the new Food Safety Modernization Act. Ms. Epkey advised the department is working on the specific implications, but additional staff and resources will definitely be required to implement the new standards.

GENE THOMPSON SCHOLARSHIP AWARDS: Jeff Haarer, Producer Security and Ag Products Manager, Pesticide and Plant Pest Management Division

Mr. Haarer reported that several years ago, Gene Thompson, a supervisor at the department and strong supporter of the annual MDARD employee golf outing, passed away and the annual golf outing was named in his honor. Since 2000, the balance of proceeds from the Gene Thompson Memorial Golf Outing has been placed in the Michigan Youth Livestock Scholarship Fund in order to build enough equity to establish a scholarship fund in Gene's name.

Given Gene's love of MSU and MDARD, there are two categories of scholarships offered. The first category of scholarships is awarded to a student who is an employee of MDARD or a child of an MDARD employee attending MSU. The second category of scholarships is awarded to a student who is an employee of MDARD or a child of an MDARD employee who is enrolled in an agricultural-related program and seeking a Masters, Bachelors, Associates degree, or Certificate. Thanks to the generosity of Dr. Gordon Guyer and the event participants, the fund since 2007 has awarded 12 scholarships for a total of \$6,000. Mr. Haarer introduced the 2012 Gene Thompson \$500 scholarships winners:

Bailey Baughan is from Williamston and will be attending Hope College to study biology. Bailey's mother Stephanie works for Operational Services and Central Licensing Division.

Caraline DeWitt is from Lansing and will be attending MSU to study animal science. Caraline's mother Gina works for the Geagley Laboratory.

Jacalyn Hill is from Traverse City (unable to join meeting today) and will be attending MSU to study pre-nursing. Jacalyn's father John works for the Pesticide and Plant Pest Management Division.

Zachary Lyons is from Jackson and will be attending MSU to study psychology. Zachary's father Tim works for the Pesticide and Plant Pest Management Division.

He invited everyone to join the Gene Thompson 15th Annual Memorial Golf Outing on September 7, 2012. The outing will be held this year at the Centennial Acres Golf Course in Sunfield, Michigan. MDARD will gladly find a team for individual golfers and accept prize donations from those unable to attend this great cause. Based upon past outings, this event promises to be a good time.

The Commission offered their congratulations and best wishes to each of the scholarship winners.

COMMISSIONER ISSUES

Commissioner Coe advised he requested the department to draft a resolution to be sent immediately to the Michigan Congressional Delegation encouraging them to move quickly on passage of the Federal Agriculture Reform and Risk Management Act, known as the Farm Bill. He shared that resolution, which aligns with the Under Secretary's remarks this morning:

WHEREAS, as stated by Agriculture Committee Chairman Frank D. Lucas, "Reauthorizing the Farm Bill affects every American; ensuring that our farmers and ranchers have the tools they need to produce an abundant and affordable food and fiber supply is as important to our country as national defense;" and,

WHEREAS, the Farm Bill provides farmers with risk management tools without direct crop subsidies; and,

WHEREAS, the Farm Bill maintains critical funding for Specialty Crops, the Market Access Program (MAP), and Value Added Producer Grants; and

WHEREAS, the Farm Bill supports conservation programing at a lower spending level through consolidation and improved efficiency; and,

WHEREAS, passage of the Farm Bill this fiscal year is essential to providing aid to farmers suffering from disastrous weather events; and,

THEREFORE BE IT RESOLVED, the Michigan Commission of Agriculture and Rural Development encourages expeditious passage of the new Farm Bill; and,

FURTHER BE IT RESOLVED, that the Michigan Commission of Agriculture and Rural Development transmits copies of this resolution to the Michigan Congressional Delegation.

Commissioner Green added this is an issue about which many of the Congressional members' constituents are concerned.

MOTION: COMMISSIONER MEACHUM MOVED TO APPROVE THE PROPOSED RESOLUTION IN SUPPORT OF EXPEDITIOUS PASSAGE OF THE FEDERAL AGRICULTURE REFORM AND RISK MANAGEMENT ACT, KNOWN AS THE FARM BILL; AND TO IMMEDIATELY FORWARD THE RESOLUTION TO THE MICHIGAN CONGRESSIONAL DELEGATION. COMMISSIONER HANSON SECONDED. MOTION CARRIED.

PURE MICHIGAN FIT PROGRAM: Jennifer Holton, Director of Communications; Jeanne Hausler, Food and Dairy Communications; and Ashley Lhota, Communications Intern

Ms. Holton reported that *Pure Michigan FIT* actually stands for Feeding Infants and Toddlers. In the fall of 2011, Governor Rick Snyder issued a special message encouraging Michiganders to take a stand against obesity and help build a stronger,

healthier Michigan. On June 13 of this year, Governor Snyder joined several partners from the public and private sector to launch a health and wellness initiative.

In answering the call for healthier habits, MDARD and the Michigan Departments of Community Health (MDCH), Human Services (DHS), and Education (MDE) in conjunction with several partners from the private sector, are piloting a nutrition education and fitness initiative, *Pure Michigan FIT*, initially aimed at ensuring parents and caregivers of babies, toddlers, and preschoolers have access to the information and tools they need to raise healthy, happy children and tackle childhood obesity in our state.

The State of Michigan has partnered with the Michigan Grocers Association, Michigan Fitness Foundation, the Michigan Health and Hospital Association, United Dairy Industry of Michigan, Michigan Osteopathic Association, Nestlé Nutrition, American Academy of Pediatrics-Michigan, Michigan State Medical Society, Michigan Primary Care Association, and the Michigan Farmers Market Association. MDARD is tremendously appreciative for the partners that have helped breathe life into this effort and is functioning as the connector of resources in the state.

Ms. Hausler reported the initiative began with the Nestlé Nutrition's Feeding Infants and Toddlers Study which provided insight on the dietary habits of the younger population, revealing its deficiencies and the need to provide nutrition guidelines to parents and caregivers. Research shows that teaching your child healthy eating habits early-on translates into long-term behavioral changes helping a child grow into a healthy, active adult. Obesity is a major public health problem facing adults and children alike. It not only has a negative impact on our health, it also is a detriment to our pocketbooks. The skyrocketing cost of healthcare is one of our most challenging economic issues.

The *Pure Michigan FIT* Program augments the recently announced *Michigan Health and Wellness 4 x 4 Plan*, a statewide plan targeting the 32 percent of adults and 17 percent of youth in Michigan who are obese. Evidence-based practices have demonstrated that everyone can significantly improve their personal health by practicing four key healthy behaviors: a healthy diet, regular exercise, an annual physical, and avoiding all tobacco use and exposure. In conjunction, everyone should be aware of the four key health measures closely tied to the incidence of chronic disease: body mass index, blood pressure, cholesterol level, and blood sugar level. Taken together, these behaviors and measures are the basis of the *Michigan Health and Wellness 4x4 Plan*. The goal of that plan is for every Michigander to adopt health as a personal core value.

The pilot program will be implemented over three years, starting in June 2012 and the first phase is working with the Michigan Grocers Association to promote healthy habits through signage and nutritional information at grocery stores. The second phase is working with DHS to identify ways to increase healthy food products for Michigan's low-income families. The third phase will be working with the state's medical schools and health associations to provide nutrition education and training classes for doctors, nurses, and others who care for our children and families.

Next steps include the Endorsed Events Program of the Governor's Council, which is now called the *Pure Michigan FITness Series*, and encourages physical activity and

healthy choices in communities across the state. It currently endorses more than 400 events, reaching nearly 400,000 participants, and will offer something for everyone, regardless of fitness level.

Ms. Holton reported *Pure Michigan Fit*, thanks to MDARD's Bob Andorfer, now has a dedicated website. It is designed to provide a "one stop shop" for all partners to post information, whether it is on healthy eating, physical activity, or tips, it will provide a centralized point for parents and caregivers. There also are "Fit Facts" posted on Twitter each Friday to create additional interest in the program within the social realm.

The Michigan Nutrition Network at the Michigan Fitness Foundation, in conjunction with *Pure Michigan FIT* introduced a new billboard campaign throughout Michigan that can be found in 12 counties. In addition, 50 wrapped buses in southwest Michigan are carrying the message. The messages came from nationwide core message work done by the U.S. Department of Agriculture (USDA) and Michigan is the first state to conduct a major statewide campaign using those messages.

Ms. Hausler reported the department is hiring a nutritionist, who will assist the *Pure Michigan FIT* program, provide nutrition assistance for the Regional Food Systems effort, create better connections with resources from USDA that focus on nutrition, and help in crafting "nutrition nuggets" messages to be included in employee newsletters.

In meeting with partners, a long-term strategic plan is being developed. That plan will also identify budgetary needs for the future. Measuring success of the program will be implemented as it moves forward.

Commissioner Coe advised the food industry doesn't talk enough about health and the health industry doesn't talk enough about food. This program will bridge that gap and he complimented the department on their efforts.

In response to a suggestion by Commissioner Kennedy, Ms. Holton confirmed information for young mothers will be included in the healthcare phase of the program.

Commissioner Green pointed out that skim milk is not always required and a small amount of fat enhances taste. He also noted that fitness in schools is a component that definitely needs emphasis and improvement.

ADJOURN AND RECONVENE

Chairperson Green adjourned the meeting at 10:10 a.m. for a brief break. He reconvened the meeting at 10:20 a.m.

PURE MICHIGAN BRAND ENHANCEMENT: Kelly Wolgamott, Director of Marketing and Advertising, Michigan Economic Development Corporation

Ms. Wolgamott reported she works with the Pure Michigan Program from both the travel and the business aspects. In paralleling the Governor's goal to reinvent Michigan, it is part of MEDC's goal to dispel misperceptions about Michigan that exist across the country. MEDC aligns itself with the Governor's top ten reinvention blueprint list.

Pure Michigan is now one of the most recognizable tourism campaigns in the nation. During the 2006-2010 timeframe, a \$42 million investment in Pure Michigan out-of-state spring/summer advertising motivated 7.2 million trips to Michigan, with visitors spending \$2 billion at Michigan businesses. Those visitors spent \$138 million in Michigan sales tax and the state made \$3.29 for each dollar spent on Pure Michigan spring/summer advertising. That return on investment continues to grow each year. In 2011, \$14.2 million was invested in the out-of-state spring/summer advertising campaign, which motivated 3.2 million trips to Michigan and the state made \$4.90 for each dollar spent on that campaign. She shared several advertising examples, including a radio spot, billboards, and bus wraps being used in Chicago, which focus on out-of-state visitors by using a national approach that captures an emotional connection.

Beyond the tourism aspect, MEDC President and CEO, Mike Finney said, "Pure Michigan is becoming not just a tourism brand, but it's also a business brand. Frankly, that's what we're about."

The national business campaign will focus on quality of life to retain and attract talent and business – it will target business principles and agents to change perceptions about Michigan and get Michigan on their consideration list. Advertising examples of that campaign were highlighted. Digital versions are currently on the website and YouTube, and various print advertising is placed in key business publications.

The Pure Michigan logo is the single most recognizable icon used to represent our state and it appears in virtually every communication MEDC creates. Others have approached MEDC wanting to use the brand logo and guidelines were developed to protect the brand and ensure it is applied in good use. Electronic versions of the logo and instructions for its use are available at michiganadvantage.org/logo-request.

Pure Michigan partnerships have already been established with various organizations, including Coca-Cola, Tigers baseball team, La-Z-Boy, Michigan Apple Committee, Michigan International Speedway, Naturipe, Kroger, and Prairie Farms. MEDC is also working with sister agencies to ensure they have the opportunity to utilize the Pure Michigan brand and capitalize on some of the partnerships already in existence.

The partnership with agriculture began with the Pure Michigan Apple Campaign and expanded this year to the Ag Council to define a radio and outdoor campaign. Several specific logos were created for the groups to utilize. In partnership with the Michigan Milk Producers Association and Kroger, a pilot program was initiated for a Pure Michigan advertising spot highlighting Michigan milk available at Kroger stores throughout the state. Recent publications highlight how businesses can utilize the Pure Michigan logo.

On the talent side, they are helping agriculture to recruit talent to the industry in Michigan. Pure Michigan merchandise is also being developed.

In response to inquiry from Commissioner Meachum, Ms. Wolgamott advised they have allowed individual growers to use the Pure Michigan logo and MEDC would be very open to developing advertising efforts as well. She will follow-up with the Michigan Apple Committee on the reported misuse of the Michigan Apples box.

In response to question from Commissioner Green, Ms. Wolgamott advised 51 percent of a product must be grown or have value added in Michigan to qualify for logo usage.

Commissioner Coe advised he sits on the committee working on the strategic plan for tourism and one of the key objectives is continued funding for the Pure Michigan Campaign. Michigan is far from the top ten states in brand expenditures. It is critical to ensure not only continued legislative support, but find other ways to generate revenue. Ms. Wolgamott confirmed that with additional funding, there are various opportunities to further expand usage of the Pure Michigan brand.

CHRONIC WASTING DISEASE RESPONSE PLAN: Steve Halstead, State Veterinarian, and Wendy Osman, Veterinary Specialist, Animal Industry Division

Dr. Halstead advised he was involved with the response to the one case of Chronic Wasting Disease (CWD) in Michigan, which was in 2008. He advised that Dr. Steve Schmitt, from MDNR is also on hand today.

Dr. Osman reviewed the history of Michigan's Surveillance and Response Plan for Chronic Wasting Disease (CWD), which was rapidly formulated after the 2002 case of CWD in Wisconsin. The initial plan was based on the available biological science at the time and, even with ten additional years of scientific knowledge, most of the plan remains valid today.

In updating the plan, they had to deal with current realities. One of those is that forceful CWD response plans are unpopular with the public, which include culling large populations of free-ranging deer in an area where CWD has been diagnosed. Without public support, implementation of any management actions is unlikely to succeed. Today, we have the advantage of ten additional years of valuable scientific knowledge – both biological and social, including what was gained as other states have dealt with CWD. The update is needed to incorporate those ten years of knowledge and experience.

The plan must be applicable across the state and across susceptible species. The department anticipates continued cooperation with MDNR regarding privately owned cervid issues. Mandatory CWD surveillance has been required since 2002 and the surveillance plan was developed in conjunction with the initial CWD response plan.

In August 2008, one privately owned white-tailed deer was confirmed positive for CWD and that facility was depopulated. Investigation included tracing animals from herds that purchased from and sold to the positive herd. No additional positives were found as a result of that extensive investigation.

The CWD Surveillance Plan requires that privately owned cervid (POC) facilities must submit for testing all death losses due to disease or injury of deer over 12 months of age and 25 percent of any culled or slaughtered animals over 12 months of age. The Voluntary Certification Program additionally requires all death losses of animals over 12 months of age be submitted for testing, annual inventories be submitted to the department, and six years of surveillance must be completed to obtain CWD certified

status. That status allows the facility to move animals more easily because of their lower rate of risk. Once achieved, they do need to maintain surveillance to remain enrolled in the plan. There currently are 403 POCs in the state and over 90 percent are in compliance with the CWD Surveillance Program.

Should CWD be discovered in free-ranging cervidae, an Incident Management Team, comprised of both MDARD and MDNR personnel, will be activated to manage the incident response. It will involve identification and surveillance of POC's around each positive free-ranging cervid case. Surveillance will involve testing of all death losses 12 months and older, bi-annual records inspections, and annual fencing inspections for five years.

When CWD is identified in a POC, an Incident Command Team, also with MDARD and MDNR personnel, will be activated and the positive facility will be quarantined and depopulated. An Epidemiology investigation of herds that have purchased from or sold to the index herd will be completed and surveillance of herds linked to the positive herd will continue for five years.

On April 27, 2002, a moratorium was placed that bans importation of cervids into Michigan, which was in response to the outbreak of CWD in Wisconsin. In 2011, guidelines were developed in conjunction with MDNR to allow exemptions to the moratorium on a case-by-case basis. Those requests are examined jointly by MDARD and MDNR and approval from both agencies is required prior to allowing any importation. To date, eight requests have been approved and several requests have been denied.

In response to questions from Commissioner Coe, Dr. Halstead confirmed the Cervid Program is still jointly managed by both agencies with cooperative efforts from both departments. That cooperative relationship is working effectively.

Relative to decontamination, any positive, depopulated POC facility will be assessed by MDARD veterinarians with assistance from USDA. USDA determines the level of contamination and appropriate measures to clean and disinfect the premises.

While much of the current plan remains valid, the updated version will allow for a more flexible response. Appreciation was expressed to Dr. Dan O'Brien of MDNR for piloting the update of the response plan.

The need for effective communication of the plan was emphasized by Commissioner Coe and he expressed concerns with the free-ranging deer population, asking if we have the courage to take on the hunting community. Dr. Osman advised there is a section in the plan that specifically addresses free-ranging deer. Dr. Halstead reported that Wisconsin adopted an aggressive depopulation approach, and they now have more deer in that area than previously.

MDNR Deputy Director Bill Moritz advised Dr. Dan O'Brien was also in the audience today. Dr. O'Brien advised the 2002 Response Plan designated significant population reductions and they have had to be considerably less prescriptive in the updated plan.

The options to take those types of management actions still exist, but are not detailed in a text book fashion due to public opposition to those actions. Commissioner Coe expressed concern that the public is determining how we respond and that increases the risk of diseases developing and spreading. Dr. O'Brien acknowledged his concerns, but pointed out that the deer are a publicly owned resource managed by the state, at the will of the public.

PUBLIC COMMENT

Amy Trotter, with the **Michigan United Conservation Clubs (MUCC)**, advised their organization is pleased with the updating of the CWD Response Plan, which was a request of not only MUCC, but several hunting organizations. She complimented the agencies on the new plan, which now includes Incident Command Team response, allows the directors discretion over size of the surveillance zone, and incorporates a communications plan. With over 244 footnoted references, they are very confident the new plan is based on all available knowledge. MUCC fully supports the plan and once the plan is approved, will assist with its communication.

Commissioner Coe advised that if we have a CWD incident outside the fence, anything MUCC can do to help educate the public on the necessity of whatever response actions are deemed appropriate will be extremely helpful.

FERAL SWINE REPORT: Steve Halstead, State Veterinarian, and Nancy Frank, Assistant State Veterinarian and Deputy Director, Animal Industry Division

Dr. Frank provided background on the feral swine situation in Michigan. From 2002-2005, there was awareness of the issue and some concern existed, though numbers in the wild were small and there still was some sense that pigs would not survive well in the wild in Michigan.

In hindsight, as we have gone back and looked at records of animals coming into Michigan, it does appear that sport shooting of wild boar was growing in popularity. These pigs were imported legally and were healthy and free from reportable diseases. In 2005, nine counties reported sightings. MDARD and MDNR began a collaborative effort with multiple stakeholder and interest groups beginning to engage.

Around 2006, we had a shift in thinking about wild pigs and started working diligently to assess and address wild pig issues. Milestones during the 2006-2010 timeframe included the first sighting of piglets, indicating for certain there was breeding in the wild; formation of the Feral Swine Working Group (FSWG); enhanced efforts at trapping pigs; disease surveillance in wild pigs through USDA Wildlife Services (WS); finding Pseudorabies virus (PRV) in wild pigs; a 2010 law to allow opportunistic shooting of wild pigs; and stakeholder collaboration on the wild pig issue.

In 2011, MDARD devoted substantial funding toward working with USDA WS to better address the wild pig issue. Efforts included strategy discussions by FSWG; MDARD/MDNR continued efforts with sightings; MDNR website enhancement; and implementation of an MDARD and USDA WS Cooperative Agreement to conduct reconnaissance of selected areas, establish outreach and communication with key

parties, implement control of feral swine, and conduct disease surveillance in feral swine.

Work with USDA has proved valuable and substantial information has been gained as a result. The Cooperative Agreement with USDA is funded through September 2012. USDA WS follows-up on all sightings, there have been 116 new contacts since October of last year, and trapping expertise and success have greatly improved. There have been new areas of wild pigs with younger age classes and more agricultural damage. As of April 2012, there have been sightings reported from 75 Michigan counties and some examples of those sightings were shared. The situational awareness gained from these reported sightings and comments include that sighting reports are received year around; reports are from multiple counties, including the UP; technology is playing a role in the public's ability to document sightings; and the presence of wild pigs is having a negative impact on the public, such as children no longer freely playing in the woods.

A summary of sightings and kills as tracked by MDNR was reviewed, which illustrates statewide distribution. Midland County has the most successful trapping area, largely due to efforts of an individual land owner. Mecosta County is a current hot spot where WS has documented a group of at least 40 pigs. There is a major effort to trap pigs in that area because of extensive rooting damage evidenced in the county.

The distribution of WS traps and the number of pigs confined was reviewed. While there are 36 traps distributed, not all are set up and being monitored. To date, WS has 48 traps in inventory, 36 deployed to the field, and 68 pigs have been trapped, with the highest number being in Midland County. USDA WS continues to conduct disease surveillance throughout the state.

Wild pigs continue to be an emerging issue in Michigan. The partnership with WS is effective and should be continued and enhanced as possible. The department appreciates MDNR's lead on collecting reports of wild pig sightings through their website. Through the State Veterinarian, Steve Halstead, and Michigan Pork Producers, the Michigan Swine Health Committee has been renewed. One effort is beginning conversations about enhanced disease surveillance in wild pigs and taking proactive measures to evaluate and protect commercial swine.

In response to questions from Commissioner Hansen, Dr. Frank advised Mecosta County is a key focus area for WS because that herd is especially aggressive. Using night vision weapons has been considered, however, it is difficult to track and hunt the animals, and once shooting starts, the animals disperse, making the task even more difficult. Experience has revealed the most effective means of eliminating the greatest number of animals is through trapping.

Commissioner Coe inquired about the potential of a bounty program. Dr. Frank reported they are not aware of any bounty program helping to reduce the population of wild pigs. In fact, hunting pressure disperses the animals and actually creates an expected demand for the sport. Michigan's "shooting on sight" is effective in helping public awareness of the situation, but should be reevaluated in the future. Dr. Peggy Roth confirmed that an individual may shoot a wild pig on any property where they have

permission to be and on public property if one has a small game hunting or concealed pistol license.

Dr. Frank reported no state has completely eliminated wild pigs and Michigan's efforts are targeted at reducing and controlling the population. The effort with WS is effective and plans for a long-term future strategy are being developed.

CHANGE IN PRESIDING OFFICER

Chairperson Green excused himself from the meeting at 11:41 a.m. Vice Chairperson Kennedy presided over the meeting from that point forward.

LEGISLATIVE UPDATE: Derek Bajema, Legislative Liaison

Mr. Bajema reported Senate Bill 717 was signed into law by the Governor recently as P.A. 241 of 2012. It is a good partnership between the agriculture community and MDNR providing for MDNR establishment of a "Hunters Helping Landowners" program for the harvest of antlerless deer through a website application process that connects hunters with local producers.

The department continues discussions with Senator Casperson regarding Senate Bill 996. The fiscal year 2013 budget transfers the Limited Depredation Indemnity Fund to MDARD and the department is concerned about the mandates included in that bill. MDARD continues to work with the Senator to find that balance between personal responsibility and government accountability.

Senate Bills 1057-1062 have moved to the floor. When combined with House Bill 4392 and House Bills 4969-70, the end result is a very positive product for Michigan producers who have non-industrial woodlots. MDARD continues working with the sponsors to make the bills efficient and effective for Michigan producers.

House Bill 5130, the Food Law rewrite, was signed into law. The department was able to strike a compromise on cottage food around the direction some in the Senate were taking and feels that was a responsible compromise.

House Bill 5363, which excludes sugar beet soil wash from the definition of solid waste, has moved to the Senate. Action is expected in the fall.

House Bills 5595-96 are the Weights and Measures updates and were signed into law recently. An interesting addition to those bills by Representative Stamas is regulation of conditional gas pricing signage. It has become more frequent for stations to promote one price on the sign that actually requires a car wash or payment in cash to obtain that price. Stations will have one year to come into compliance with the provision that eliminates that type of signage.

The Emergency Agriculture Loan Program, House Bill 5717, was signed into law as P.A. 193 of 2012. There was an amazing amount of cooperation to accomplish that quickly in the Legislature. He complimented Michigan Farm Bureau, GreenStone, and Huntington Bank for their help in making that happen. The department looks forward to working with the Legislature to appropriate the \$15M necessary to run that program.

The department has some sunset extensions that it hopes the Legislature will address before the end of the fiscal year. They include the Pesticide Applicator License and Livestock Dealer Fees, both of which sunset on September 30, 2012, and would result in somewhat significant decreases in revenue for MDARD.

COMMISSIONER ISSUES

Commissioner Meachum reported the letter received from the Michigan Cattlemen's Association recognizing Dr. James Averill's very effective Bovine TB response recently was very well received by the Commission. Dr. Averill reported it was the entire program team that made that possible.

Commissioner Coe advised he appreciated the talking points on rural broadband provided by the department. This issue needs to remain in the forefront.

PUBLIC COMMENT

Ms. **Wendy Banka**, from Ann Arbor, advised the Commission she has a very small farming operation of three rare heritage breed chickens and she is proud to have contributed to the agriculture diversity of the state. Her business is important to her and has become a significant part of her life. She personally knows at least 50 other people in Michigan who are at some point in the process of trying to acquire chickens in residential and urban areas. They are having a great deal of trouble, and that is the reason she is here today. For the past year, she has participated in a group that is discussing the Right To Farm Act and why is it so difficult for residential citizens in Michigan to obtain Right To Farm protection.

It appears the major impediment is MDARD. Even though the Legislative language is very clear and the scholars at MSU have written clear summaries of the law stating that if you have a farming operation that is commercial and follows good agriculture management practices, Right To Farm protects that operation. Within the group of 50 people, any contact with MDARD results in their being advised the city ordinance has precedence over Right To Farm. Townships and local units of government receive the same answer. This is an enormous impediment to the hundreds of people in Michigan trying to start very small farming operations.

She brought attention to the December 2011 Commission meeting and a change to the Generally Accepted Agriculture Management Practices (GAAMPs), noting she would share a summary statement for the Commission's perusal. She referred to a statement from the December 2011 meeting, "It is the Commission's responsibility to approve each of the GAAMPs and policies regarding the operation of those GAAMPs. That language allows the Commission to state that in certain situations, the GAAMPs do not apply and this is being used as the basis for the GAAMPs Preface." The Commission subsequently approved the 2012 GAAMPs Preface language. In fact, she felt the language was changed to prohibit anyone within a city of more than 100,000 people from being protected under Right To Farm; and cities who did not request that provision are now obligated by it based on the 2012 GAAMPs language.

Ms. Banka requested the Commission reconsider that 2012 GAAMPs Preface language. She understands the issue came to the forefront because the City of Detroit is interested in urban farming and wanted more regulatory control over those activities in Detroit. She believes the GAAMPs Preface language did not fix that problem. She encouraged the Commission to remove the language from the GAAMPs.

Ms. Banka provided her statement, with comments related to the December 2011 Commission meeting, to Commission Assistant Cheri Ayers. Ms. Ayers will provide copies to the Commissioners and the department.

Commissioner Coe thanked Ms. Banka for presenting her concern and advised the 2013 GAAMP Review is currently in process. The Commission takes action on the GAAMPs on the basis of recommendations made by the various GAAMP Committees, which includes various bodies and scientific experts. Public hearings will be scheduled, recommended changes formulated, and the Commission will review the recommended 2013 GAAMPs during their meeting on October 31 and take action on them during their December meeting. The review process of the City of Detroit urban agriculture was an honest effort by this Commission and the department to encourage urban agriculture within Detroit, and also to meet the very real concerns the City of Detroit had as a separate governmental body. Review and refinement of the GAAMPs is an ongoing process and this should be considered again this year.

In response to question from Commissioner Kennedy, Chief Deputy Director Wenk advised he will put Ms. Banka in direct contact with Environmental Stewardship Director Jim Johnson who also will subsequently connect her with the appropriate GAAMP Committee Chairs. He also clarified that a city of more than 100,000 itself would need to approve an ordinance that allows for agricultural operations within the city in order for them to give a Right To Farm exemption. Therefore, without such an ordinance in place, the Right To Farm Act still provides whatever protection it had previously.

Commissioner Coe added the Commission as a whole is in favor of and encourages urban agriculture and will be happy to work with citizens on these issues of concern.

ADJOURN

**MOTION: COMMISSIONER COE MOVED TO ADJOURN THE MEETING.
COMMISSIONER HANSON SECONDED. MOTION CARRIED.**

The meeting was adjourned at 12:00 p.m.

Attachments:

- A) *Agenda*
- B) *Agriculture and Rural Development Commission Meeting Minutes June 13, 2012*
- C) *Director James Clover Adams – Issues of Interest Report*
- D) *MDARD Historical Employee Levels*
- E) *Gene Thompson Scholarship Fund*
- F) *Resolution in Support of Expeditious Passage of the Farm Bill*
- G) *“Pure Michigan FIT” Talking Points*
- H) *Pure Michigan Brand Presentation*
- I) *CWD Response Plan*

- J) *Wild Pigs in Michigan – Situational Awareness*
- K) *Legislative Status – July 2012*
- L) *Michigan Cattlemen's Association Letter*
- M) *2012 GAAMPs Preface Language Memo from Wendy Banka*