

**MICHIGAN AGRICULTURE ENVIRONMENTAL ASSURANCE PROGRAM  
ADVISORY COUNCIL (AC)**

**MAY 13, 2013**

**1:30 p.m. – 4:00 p.m.**

Herbruck Poultry Ranch, Inc.  
6425 W. Grand River Avenue  
Saranac, MI 48881

**ATTENDEES**

Tom Coon (Co-Chair), Scott Piggott (Co-Chair), Ken Blight, Brian Geerlings, Paul Zugger, James Clift, Dean Letter, Max Benne, Jeffrey Zimmer, Melissa Higbee, Sam Hines, James Scott; Jim Zook; Shelly Hartmann; Allen Krizek

**RESOURCE**

Jim Johnson, Joe Kelpinski, Heather Casteel (Scribe), Josh Appleby, and Emily Ries

**GUESTS**

Gerald May, MSUE; Maury Kaercher, MI Sheep Breeders Assoc.; Laura Campbell, MFB; Larry Haigh, MI Maple Syrup Assoc.; Laura Moser, MMPA; Rachel Koleda, MAEAP Water Stewardship Technician, Ionia and Barry Counties; Art Pelon, Chair, Ionia County Conservation District; Melissa Eldridge, District Manager, Ionia County Conservation District;

**WELCOME TO HERBRUCK POULTRY RANCH, INC.**

- Scott Piggott began the meeting at 1:42 p.m., following a tour of the processing facility for interested members.
- Introductions were made around the table.

**APPROVAL OF MEETING NOTES FROM MARCH 11, 2013**

- Scott Piggott asked if there were any corrections to the meeting notes. No changes were suggested.

**MOTION: MELISSA HIGBEE MOVED TO ACCEPT THE MEETING MINUTES FROM MARCH 11, 2013. SECONDED BY MAX BENNE. MOTION CARRIED.**

**MAEAP LOGO USE AGREEMENT**

- Jim Johnson reported discussion of the MAEAP Logo Use Task Force regarding the MAEAP Logo Use Agreement. (Attached) Jim read through the handout and described the changes in the agreement indicated in redline/strikeout.
- Shelly Hartmann expressed concern that the program is moving in an opposite direction from previous discussions regarding this issue with the AC.
- Laura Moser expressed concerns with using the logo on retail product.
- Scott Piggott asked the group if we should recommend that the Director seek more information on the usage of the MAEAP logo. Clarification was requested regarding how current agreements are enforced and issuing a moratorium (pause) on new Logo Use Agreements until further notice.
- AC members discussed a MOU moratorium until the next AC meeting and that the Director review the MOU's enforceability (after consulting with the Attorney General's (AG) office) and whether or not the logo is being used properly on the right

products, (no co-mingling of produce, etc.), and the potential liability of the Advisory Council.

- Tom Coon asked about the value of a consumer survey that asks how consumers view the MAEAP program in relation to seeing the label on retail products. A survey could define consumer perceptions regarding the way the product is grown, teasing out consumer inferences.

**MOTION: TOM COON MOVED TO RECOMMEND THAT THE DIRECTOR REVIEW THIS MOU RELATED CONVERSATION, INCLUDING A RECOMMENDATION OF NOT ENTERING INTO ANY NEW LOGO USE AGREEMENTS UNTIL THE AC PROVIDES FURTHER RECOMMENDATIONS. SECONDED BY KEN BLIGHT. MOTION CARRIED.**

**MOTION: JAMES CLIFT MOVED TO TABLE THE LOGO USE DISCUSSION UNTIL THE NEXT AC MEETING. SECONDED BY PAUL ZUGGER. MOTION CARRIED.**

#### **LIVESTOCK SYSTEM SUB-COMMITTEE (LAS)**

- Jerry May, MSUE, reviewed the proposed LAS Standards redline/strike out changes. (Attached)
- Paul Zugger asked if there were any questions for the final version where agreement was not reached unanimously by the LAS sub-committee.
- Jerry May said there is a place in Section 2, where it talks about the distance from the well for manure storage and an animal lot. Currently these are addressed in the Farmstead System (FAS). In the future, following development of additional criteria for site specific review, consideration will be given for LAS inclusion.
- The supplement to the FAS 112 refers to the long distance transfer of manure under roads and through ditches, but it is not a Standard. If a Standard existed, it could be incorporated into the LAS.
- Once the sentences have been re-worded, the LAS sub-committee will present the changes to the AC in July.

**\*\*ACTION ITEM\*\* LAS SUB-COMMITTEE WILL PRESENT A FINAL VERSION OF LAS CHANGES TO THE AC AT THE NEXT MEETING.**

#### **FARMSTEAD SYSTEM SUB-COMMITTEE (FAS)**

- Jeff Zimmer (Chair) reviewed the proposed FAS Standards changes. (Attached)

**MOTION: MAX BENNE MOVED TO ACCEPT THE CHANGES TO THE FARMSTEAD STANDARDS AS PRESENTED. SECONDED BY SAM HINES. MOTION PASSED.**

#### **CROPPING SYSTEM SUB COMMITTEE (CAS)**

- Allen Krizek (Chair) reviewed the proposed CAS Standards changes. (Attached)
- Tom Coon suggested that Farmstead and Cropping Systems chairs note changes to Livestock Standards and review other System Standards for consistency.

**MOTION: SCOTT PIGGOTT MOVED TO APPROVE THE CROPPING STANDARDS PROPOSED CHANGES. SECONDED BY KEN BLIGHT. MOTION CARRIED.**

## **WATER QUALITY MONITORING**

- James Clift reported for Lauri Elbing, and indicated The Water Quality Monitoring Task Force will have the complete report ready by July's AC meeting.

## **PUBLIC COMMENT**

- Scott Piggott thanked the Ionia Conservation District staff for attending, and asked how they feel they are doing in regards to the FY2013 goals.
- Ionia Conservation District staff confirmed the 2013 goals are expected to be met.
- Melissa Higbee reported that the Shiawassee C.D. added two more counties to their coverage area, along with an additional technician, and there is a challenge in reaching out to producers in these counties.
- Art Pelon reported that he and his wife just had their farm verified, that it was a very smooth process, and that they appreciate all the work that the AC does for MAEAP.
- Emily Ries asked for monetary donations as money is low for new projects.
  - Emily also reported that Ag Expo is coming soon in July.
- Jim Johnson reported on the Wineries of Old Mission Peninsula (WOMP) event on Old Mission Peninsula.
  - Governor Snyder's attendance and speech were well received.
  - All the winery properties are MAEAP verified.
  - Additional wine grape producers will be going through the program.

## **CONFIRM AC MEETING LOCATIONS**

- Melissa Higbee updated the location of the September 9<sup>th</sup> meeting to the conference room at the Shiawassee County Fairgrounds, located at 2900 E. Hibbard Road, Corunna, MI 48817. Phone number (989) 743-3611.
- Emily Ries confirmed that she is still working with Steve Tennes, at Country Mill Orchard in Eaton County, for the November AC meeting.

**MOTION: SCOTT PIGGOTT MOVED TO ADJOURN. SECONDED BY JOSH APPLEBY. MOTION CARRIED.**

Meeting adjourned at 3:44 p.m.

## **NEXT MEETING**

**Host:** Phil Korson, Cherry Marketing Institute

**Location:** Meet at Cherry Bay Farms, 2801 North Jacobson Road, Suttons Bay, 49682

**Date:** Monday, July 22, 2013

10:00 a.m. - 11:30 a.m. - Tour of Cherry Bay Farms, 2801 North Jacobson Road, Suttons Bay, MI 49682

11:30 a.m. - 12:30 p.m. – Travel and Tour of Northwest Horticultural Research Station, 6686 South Center Highway, Traverse City, MI 49684

12:30 p.m. - 1:00 p.m. - Box Lunch in N.W. Hort. Station Conference Center

1:00 p.m. - 3:30 p.m. - MAEAP AC Meeting, N.W. Hort. Research Station Conf. Center

3:30 p.m. - 4:00 p.m. - Travel to Black Star Farms, 10844 East Revold Road, Suttons Bay, MI 49682

4:00 p.m. - TBD - Host Don Coe, Tour and Complimentary Wine Tasting

Respectfully submitted by,  
Heather Casteel