Overview

• Scorecard Refresher
• FY15 Scorecard Review
• Data Drill Down (3 Examples)
• Where we are Heading
• Questions
• What is MiResults?
  – MiResults is an online tool, overseen by the Office of Good Government, provided to all State Departments in an effort to promote data-driven decision making.

• There are 7 internal divisional scorecards containing 53 measures. The public has access to the department scorecard, which is essentially a cover page for the department. It reflects 14 of our key measures as broken into buckets of activities:
  – Internal Business Process
  – Safe and Healthy Food
  – Environmental Stewardship
  – Consumer Protection
  – Rural Development
  – Efficient Agency Operations
FY15 Scorecard Review

• Packet
  – A supplemental packet containing background information was provided.
  – This packet contains the FY15 trend information for each of the 14 department scorecard metrics.
  – All are currently trending positively with the exception of ESD-03 Farmland Development Rights Processing Time. (More on that later.)
  – Some are more detailed than others. This is based on several factors such as timely availability of valid data.

• Any questions on the packet?
Data Drill Down

• Three good discussion examples of our metrics
  – ESD-05 Migrant Labor Housing Licensing Inspections
  – FDD-05 Rate of Food Establishment Compliance on Follow-Up Inspections
  – ESD-03 Farmland Development Rights Processing Time
Example #1

ESD-05 Migrant Labor Housing License Inspections

- Target Avg of Previous 3 Years
- Actual Quarterly Inspections
- Actual Cumulative Quarterly Inspections

Fiscal Year Quarters: FY12Q1 to FY15Q4
Example #2

FDD-05 Rate of Food Establishment Compliance on Follow-Up Inspections

- Follow-Up Inspections
- Follow-Up Passing
- Follow-Up compliance Rate
- Target Compliance Rate

Inspections

Compliance Rate

Month:
- Oct-13
- Nov-13
- Dec-13
- Jan-14
- Feb-14
- Mar-14
- Apr-14
- May-14
- Jun-14
- Jul-14
- Aug-14
- Sep-14
- Oct-14
- Nov-14
- Dec-14
- Jan-15
- Feb-15
- Mar-15
- Apr-15
- May-15
- Jun-15
- Jul-15
- Aug-15
- Sep-15

Compliance Rate:
- 80%
- 85%
- 90%
- 95%
- 100%
Example #3

ESD-03 Farmland Development Rights Processing Time

- Total Completed Per Month
- Average Completed Per Month
- Average Age

Average Documents Processed Per Month = 265
Where we are heading

• November 2015 through January 2016
  – Complete scorecard overhaul
  – Measures and targets will be updated to better reflect our current and future priorities
  – Goal is to have the scorecard be more balanced between key outcomes and the activities that influence them

• Building valid outcome measures takes time. Gradual/continuous improvements will appear throughout the year.
Questions?

Stay connected with MDARD!

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Questions?

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November 2015

The 45th Parallel
Michigan lies on the 45th parallel, along with some of the world's finest wine regions.
Michigan Wine Grape Production

25 Miles
Most Michigan wine grapes grow within 25 miles of Lake Michigan.
Michigan is #5
Michigan is the 5th ranked wine grape producing state in the nation.

Major U.S. Wine Regions

CA
NY
OR
WA
TX
MO
VA
MI
NC
PA
Michigan Wine Grape Acres (2011)

- Other*: 36%
- Riesling: 22%
- Pearl: 8%
- Chardonnay: 4%
- Pinot Noir: 3%
- Merlot: 4%
- Cabernet Franc: 6%
- Gastrosternum: 2%
- Viognier: 2%
- Merlot: 9%

MICHIGAN'S PRIMARY WINE PRODUCING COUNTIES

- Leelanau County
- Grand Traverse County
- Van Buren County
- Berrien County

Most Michigan wine grapes grow along the state's west coast within 25 miles of Lake Michigan.

Riesling is Michigan's No. 1 planted variety — the only state with that distinction.

SOURCE: Michigan Grape and Wine Industry Council

SETBACK FOR MICHIGAN'S GROWING WINE INDUSTRY

Michigan is the fourth-largest grape producing state and the fifth state in wine grape production. Vineyard acreage has doubled in the past 10 years. Despite the loss of wine grapes to extreme weather in the past two years, the industry has seen good harvests in recent years.

115
Number of Michigan wineries

1.4M
Gallons of Michigan wine produced annually

MARTHA THERRY/DETROIT FREE PRESS
MAEAP participation

Through the verification process the vineyards implement voluntary and proactive pollution prevention practices.
Wines of Pure Michigan | Brand Architecture

Savor The Taste of Pure Michigan

From Great Lakes Come Great Wines

Abundant Natural Beauty
- The Fruit of Natural Beauty
  - World-class vineyards
  - Grapes nurtured to greatness by Pure Michigan
  - Pure, unpolluted nature
  - Welcoming climate
  - Classically sequestered landscape provides the terrains ideal for vine cultivation

Authentically Crafted
- Made with pride and skill by Pure Michigan
- Grapes grown, wine made pround, no two wines are alike
- Smaller, family-owned wineries producing unique, handcrafted wines
- Locally grown grapes bring to life an authentic and bygone taste

Celebrated and Shared By All
- More than 80 wineries, unique varieties to taste and take in the beauty of Michigan wine country
- Unique festivals, tours, and experiences throughout the year to celebrate the character and vines varieties of the Michigan season
- Experiences and tales that make everyone feel at home, more similar to expert

The Way Wine Is Meant To Be Enjoyed

Pure Michigan Brand Personality
- Majestic
- Mythic
- Magical
- Honest
- Hard Working

Michigan Wine Trails

[Map showing various wine trails across Michigan]

11/6/2015
Pure Michigan Ads
Wines of Pure Michigan Radio Ad

http://www.youtube.com/watch?v=53VTKiYNimo&list=PUN-hqVuMmUAbwy1aklSntt8onKb9jI2yv
Michigan Wild-Foraged Mushroom Certification Program

Dr. Chris Wright
Executive Director, MAMI
Chris@midwestmycology.org
Modified Food Code of 2009

Section 3-201.16 Wild Mushrooms.

“(M)ushroom species picked in the wild shall be obtained from sources where each mushroom is individually inspected and found to be safe by an APPROVED mushroom identification expert.”
State crackdown dries up wild mushroom industry

By BRIAN McGILLIVARY bmgillivary@record-eagle.com

TRAVERSE CITY — Jim Moses began cultivating mushrooms almost 30 years ago and foraged for wild mushrooms since he was 17, but a crackdown by state officials in northwest Michigan means Moses and other area pickers are without a local market for their wild fungi.

The area's aging forests -- combined with the cool, wet spring and summer -- caused an explosion of wild, earthy delights such as porcini, chanterelle, chicken of the woods, and morels that are prized by chefs around the world and can retail fresh for up to $60 a pound.

Good growing conditions, the Traverse City region's burgeoning reputation as a food lovers' destination, and local chefs' desire to use fresh, local ingredients might seem like a perfect recipe for commercial foragers. But mysterious state regulations that govern the sale of wild edibles left a bad taste in the mouths of Moses and others. Moses, 66, an organic farmer from Maple City who grows shiitake mushrooms, sold wild fungi for about 15 years at the Sarah Hardy Farmers Market in Traverse City. But he missed out on this year's mushroom boom because he hasn't figured out how to achieve state recognition as a mycological -- mushroom -- expert.
Partners:

Midwest American Mycological Information (MAMI)

Michigan Farmers Market Association (MIFMA)

Institute for Sustainable Living, Art & Natural Design (ISLAND)

Michigan Department of Agriculture and Rural Development (MDARD)
Program:

Michigan regulations regarding wild-foraging mushrooms

Mushroom biology

Mushroom ecology

Characteristics used to identify mushrooms

Specifics of each individual species/group

Toxic and poisonous mushrooms

Review of specimens
Species/groups of Mushrooms allowed for sale in Michigan
Armillaria species
Calvatia gigantea
Cantherellus spp.
Coprinus comatus
Craterellus spp.
Inonotus inobliquus
Entoloma abortivum
Ganoderma spp.
Grifola frondosa
Hericium spp.
Hydnum spp.
Hypomyces lactiflourum
Laetiporus spp.
Morchella spp.
Pleurotus spp.
Polyporus squamosus
Polyporus umbelletus
Stropharia rugoso-annulata
Trametes versicolor
Tuber canaliculatum