

Michigan Agriculture Environmental Assurance Program



Winter, 2010



Michigan Agriculture Environmental Assurance Program

What is MAEAP?

- Partnership
 - Farmers
 - Industry Groups
 - Conservation
 - Agency
 - University
- Directed by Steering Committee-Partner Representation





Michigan Agriculture Environmental Assurance Program

The Mission

- To develop and promote a recognized, voluntary, proactive environmental assurance program, targeted to the agricultural industry, which ensures that producers are engaging in cost-effective pollution prevention practices and are in compliance with environmental regulations.
- ... Facilitate Success



Over 50 Partners...



And Growing



Corn Marketing Program of Michigan
Michigan Corn Growers Association



Michigan Food &
Farming Systems-MIFFS
Bringing Farmers & Communities Together





Michigan Agriculture Environmental Assurance Program

MAEAP

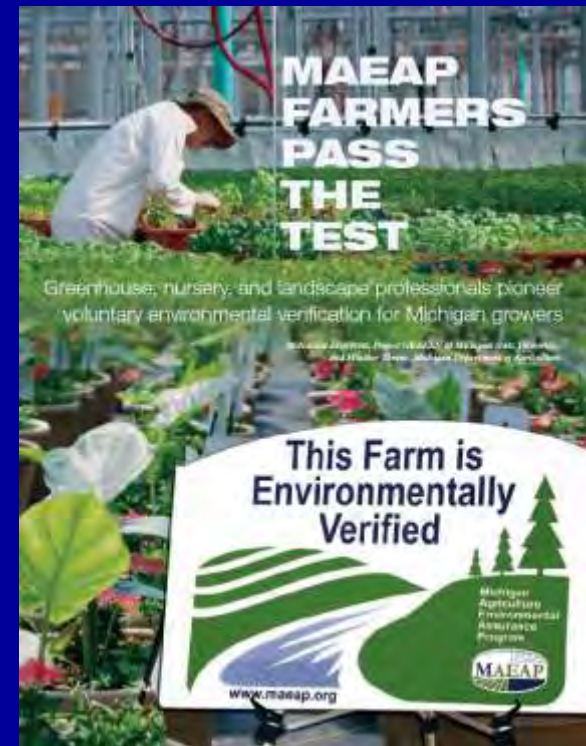
- **Three Systems**
 - Livestock
 - Farmstead
 - Cropping
- **Built on existing, recognized programs and standards**
- **Built on education, complimented by technical assistance**
- **Voluntary, confidential, non-regulatory**
- **Every farm, every size, every commodity**



Michigan Agriculture Environmental Assurance Program

How Does it Apply to You?

- RTF GAAMPs conformance
- Environmental law compliance
 - Market Specialist
 - Mechanic
 - Engineer
 - Irrigation specialist
 - Purchasing agent
 - Soil scientist
 - Banker



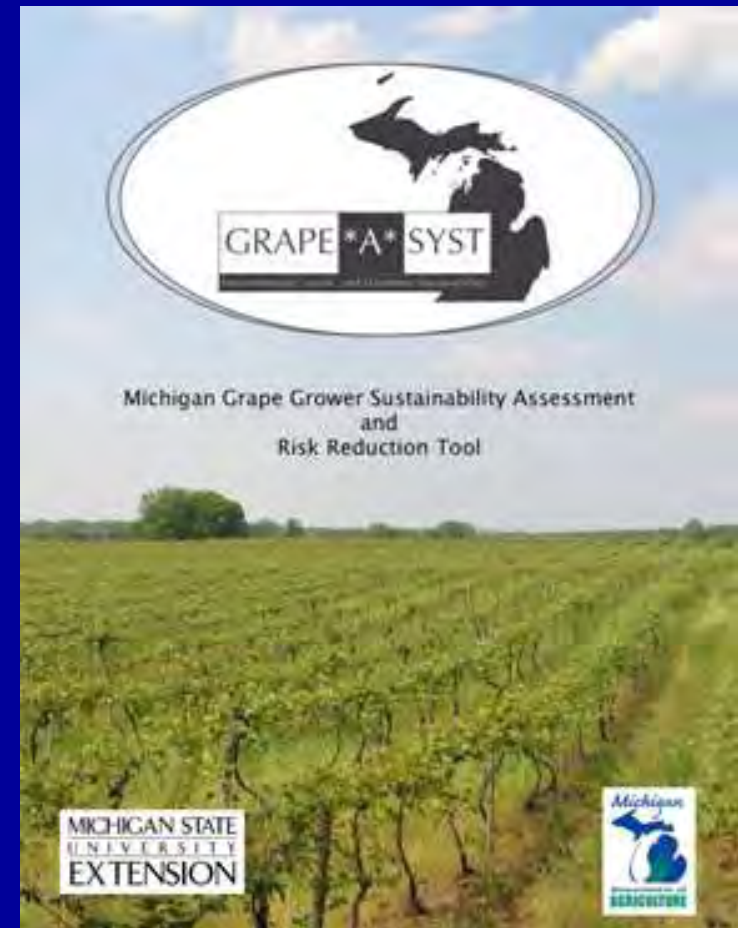
MAEAP is your Environmental Consultant



Michigan Agriculture Environmental Assurance Program

How to Get Started

- **Contact your local MGSP Technician**
- **Complete the confidential on-farm assessment tools**
- **Evaluate your findings**
- **Complete a plan on your terms**





Michigan Agriculture Environmental Assurance Program

Why Participate?

- Access to cost-share and incentive payments
- Environmental concern
- Marketing opportunities-customer demand
- Good neighbor
- Regulatory discretion
- Peace of mind – the right thing to do – pride
- RUP credits
- Liability/Ins \$ Reduction
- RTF protection
- GAP audit assistance
- Follow State and Federal laws
- Improved Management
 - Plan for long term
 - Ahead of curve
 - Learn & improve
 - Recognition



Michigan Agriculture Environmental Assurance Program

Verification Process

- Verification checklist sent ahead of farm visit
- No surprises
- Site visits are confidential, non-regulatory, and at your request





Michigan Agriculture Environmental Assurance Program

Verification Process

Results of the Visit

MAEAP verification granted:

- ✓ Letter to local government and state representative
- ✓ Farm sign
- ✓ Certificate of participation

OR

Changes identified that are needed to be eligible for verification. Call MDA when ready for return farm visit.





Michigan Agriculture Environmental Assurance Program

- MAEAP farms have addressed
 - Chemical storage and use
 - Fuel Storage
 - Well safety
 - Sensitive areas
 - Water resources
 - Soil erosion
 - All related RTF GAAMP's & Environmental Laws
 - And more...





Michigan Agriculture Environmental Assurance Program

Environmental Gains

- Currently over 11,000 farms participating with over 750 verifications
- Sediment reduction – Over 55,000 tons per year or 10,253 - 10 yard dump trucks.
- BOD (5 day) reduction to surface water – over 308,500# per year from silage leachate
- 264,000+ acres with CNMP
- 3,157,000 tons of manure managed properly
- Phosphorus reduction to surface water over 184,000# per year = 118,000,000 lbs of algae



Michigan Agriculture Environmental Assurance Program

Marketing Opportunities

Identify Your Market

- Selling directly to consumer
- Selling to processor
- Selling to retailer
- Marketing to those you wish to rent land from
- Agritourism
- Bank Loan – Lower risk
- Insurance purchasing – Lower liability
- Marketing the entire industry – Farmers are an environmentally sustainable asset to the economy

Opportunity to
discuss farmer values
and your commitment
to great products
AND the community
and environment

Stand out and
differentiate yourself



Domaine Berrien Cellars & Winery
358 East Center Creek Road
Berrien Springs, Michigan
"Turning high quality Grapes
into high quality Wines"

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What's NEW at the Cellar!

Our summer hours of operation are May through December, 12:00 - 6:00, Daily.
Our winter hours of operation are January through April, 12:00 - 5:00, Fri, Sat, & Sun.

We use only wine in Michigan & Illinois
The NEW wines are ready - comes fast, then!
[Click here](#) to see the new wines.

What's New: Harvest 2016
This is the most exciting & nerve-racking time of year for a wine maker! Should we pick for the Market yet? Should we let the Chardonnay hang longer? What if the weather going to drop? Will we be able to pick all the remaining grapes before we get a hard freeze? All these thoughts and more fill our brains and cause red string and sleepless nights.

With the coolest July temperatures on record in Berrien County, we thinned our winegrape crop drastically this year, sacrificing quantity for quality (we hope). Harvest started in late September with our Sauvignon Blanc grapes (see photo) and will continue thru the month of October.





We hand pick our grapes into these yellow plastic crates (see photo), which each weigh from 23 to 35 pounds when full of grapes. Here you see a load of grapes being weighed on our scale prior to processing, which consists of destemming, crushing, and pressing for the white wine grapes and destemming and crushing for the red wine grapes. Then the press is added and fermentation begins! Stop by the Winery to see what's going on.

DOMAINE BERRIEN FIRST TO EARN SUSTAINABILITY CERTIFICATION UNDER MAEAP PROGRAM

Domaine Berrien winery and winery is the first to have its environmental sustainability by becoming verified by the Michigan Agricultural Environmental Assurance Program (MAEAP) under the new Grape/Winery program.

More than 600 Michigan farms are MAEAP verified, but Domaine Berrien Cellars and Winery in Berrien Springs is the first verified to complete the comprehensive Grape/Winery risk assessment that pinpoints best practices in land, water, habitat and pesticide use.

"MAEAP is a great way to show our customers how farmers are environmentally sensitive," Katie Blauer said. "It's important for people to understand how important agriculture is and how important farmers are to the environment as subsistence moves closer and closer to farms."

Grape/Winery creates a comprehensive checklist that points out changes to infrastructure and production and management practices that make farms more sustainable and eligible for verification with MAEAP.







Michigan Agriculture Environmental Assurance Program

Marketing
directly to the
public on site
or at offsite
events





The Michigan Agriculture Environmental Assurance Program (MAEAP) is to develop and implement a proactive environmental assurance program ensuring that Michigan farmers are engaging in cost-effective pollution prevention practices and working to comply with state and federal environmental regulations. It is an innovative, proactive program that helps farms of all sizes and all commodities voluntarily prevent or minimize agricultural pollution risks.

Established in 1998 as a part of Michigan's overall agricultural pollution prevention strategy, MAEAP was initiated by a broad coalition of producers, commodity groups, state agencies and conservation and environmental interests.

Dundonald Farm is proud to announce that we are a verified member of the MAEAP Farmstead System.





Michigan Agriculture Environmental Assurance Program



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At Albright Swine Farms we take the raising of pigs, whether for roasting, projects, or any other use, as a serious responsibility. Our quality standards meet or exceed all pork industry guidelines. We believe we have a deep responsibility towards the environment, our animals and our customers. Your complete satisfaction is our number one goal.

We are a MAEAP verified farm! We have completed a voluntary program called the Michigan Agriculture Environmental Assurance Program (MAEAP). We are truly interested in protecting the environment in our neighborhood. This program helps farms like ours prevent agriculture pollution risks. To learn more click [here](#).

We are also a Pork Quality Assurance (PQAPlus) farm! We are committed to providing the highest quality and safest product possible, while caring for the animals well being. To learn more click [here](#).

News article that was published in the FARMERS EXCHANGE paper on January 16, 2009.

Albrights Find Prosperity Through Diversification

[Click here to read more](#)

ALBRIGHT SWINE FARMS

965 Flint Road, Colbavut WI 49036 • 1-866-EAT-PORK • Fax: 517-239-5942

We are a 4-H and a FFA family

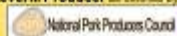


Branch County 4-H
Michigan 4-H



MAEAP verified farm

Level III Producer as certified by the



Quality Assurance
a Program of American Pork Producers



Visit [HogRoast.com](#) Designed by G&E Technologies, Inc.

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Green Meadow Farms, Inc.

"Where the Latchstring is always out"

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Elgin Dairy Festival

Farm Happenings

Thank you for your support at our auction. We plan on having another one next year. Hope to see you all there!



We are proud to be a MAEAP Verified Farm

If you have any questions about this program please check out the [MAEAP website](#) or if you want you can drop me an email and I would be glad to chat with you about the benefits of MAEAP.



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Michigan Agriculture Environmental Assurance Program

Chateau Chantel

Stewards of the Land

MICHIGAN WINERIES GROW GREEN WITH MAEAP

By Janice Wilford



Beneath the seeming peacefulness of many Michigan vineyards is an abundance of environmental activity. Farmers have long been regarded as stewards of the land. However, their modern role as caretakers has changed, and life at Michigan's vineyards and wineries is under transformation.

family has always strived to make the land better and more productive. MAEAP verification lets us know we are doing what we can to manage our farm and our land as best we can."

In addition to robust educational requirements, growers are required to work with trained technicians through local conservation districts to establish environmental goals and address identified risks. Following completion of a farm-specific risk assessment and implementing any required corrective actions, farmers may request a third-party objective review by the MDA. The MDA verifies that educational and risk assessment requirements have been met, that the farm is in conformance with Michigan's Right to Farm Generally Accepted Practices and that the practices in place adequately address environmental risks. The farm is then "verified," and the farmer is eligible to purchase a sign to communicate this outstanding accomplishment to the community and to consumers. To maintain certification, the farmer must attend an educational session, update the farm plan, and be subject to an on-site visit every three years.

And the result? MAEAP-verified vineyards have proven they use sound environmental practices to protect natural resources and build

Agritourism – Your farm, the farms in your area, or someone else?



Welcome to Candy Cane CHRISTmas Tree Farm Home of the Living Christmas Tree

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Get to the Farm

Type in your address and we plan
you a route to our farm

Ecology



Growing Christmas trees produces oxygen, cleanses our air and water, and provides animal habitats. It is a natural way of combating the carbon footprint left by the demands of our modern society. You can help too. When you buy a tree at Candy Cane Christmas Tree Farm and bring back the tree tge between April 15-30, we will give you a four-year-old bare-root transplant to plant at your home. It helps make a better world for all of us. You can also opt to purchase one of our living potted trees and plant it outdoors after decorating it for the holidays.

Protecting our precious planet has always been a big priority for us. This is reflected in the way we manage our farm. We do many chores by hand or using battery operated equipment where possible to reduce our carbon footprint in our community. For example, all tree trimming is done with hand tools. All weed control is done with a battery operated micron applicator which directs the micron mist it produces directly on the weeds, using about one quarter the product. We conserve water through drip irrigation, applying it only and directly where necessary. Insect control is mostly done organically using IPM (integrated pest management). In the rare instance where stronger components are needed, we use a backpack sprayer only on the few trees that really need it.



For these reasons and others of a more technical nature, we were awarded two major ecology awards in 2007 and another in 2009. In August 2009, we received industry recognition from the Michigan Christmas Tree Association as an "Environmentally Friendly Farm".



We were the first farm in Oakland County to be certified under the Michigan Agricultural Environmental Assurance Program (MAEAP) sponsored by the Michigan Department of Agriculture. MAEAP is a voluntary program that encourages Michigan farmers to adopt cost effective pollution prevention practices in compliance with state and federal environmental regulations. In this day of spreading development, where the fragile ecosystems are often disturbed, the MAEAP program offers a systematic approach to ensure that everything we do on the farm is friendly to our neighbors and to the environment.

We have also been awarded Michigan Farm Bureau's 2007 Award for Proactive Leadership in Ecology Management. This award also recognizes the work we have done to make Candy Cane Christmas Tree Farm a model of good environmental stewardship in our community.

We can't do this alone. We consider you partners in our endeavor. Without your patronage, we would not be able to provide this wonderful tree sanctuary in our community.

We also thank Michigan Farm Bureau, Michigan Department of Agriculture, Michigan State University, the Michigan Christmas Tree Association and the National Christmas Tree Association for all the expertise they lend us members who are trying to make a difference.

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Great Press

Featured - Grand Rapids, News - Grand Rapids, Region - Grand Rapids »

Ottawa nurseries honored by MAEAP for ecological practices

By Rachel Watson

July 11, 2009, 5:00AM



Lori Niedenfuer Cool | The Grand Rapids Press

The DeVries family works on their farm in Marne. Pictured from left to right are Janet and Roland DeVries and their son, Adam. The farm is an environmentally improved perennial farm, first in the state to be certified under the Michigan Agriculture Environmental Assurance Program.

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NORTH FEATURES

Building a Better Greenhouse

by Jenan Jones Benson

Michigan programs aim to help growers get ahead

PHOTOS COURTESY OF MAEAP AND MICHIGAN STATE UNIVERSITY.



An Elzinga & Hoeksma Greenhouses employee examines organic vegetable starts.

Greenhouse production is key for many commercial growers, especially those in cold climates. With consumers' growing demand for fresh produce year-round, they are becoming more and more essential. But, undercover crops sap a lot of energy, draining both growers' pocketbooks and the environment. In addition, fertilizers, pesticides, petroleum and waste products are potential water pollutants. Today, some state programs and innovative farmers are finding ways to build better greenhouses and develop strategies for production that is both environmentally sensitive and profitable.

Supporting environmentally sound methods



Signage promotes an operation's compliance with voluntary environmental quality assurance efforts.

Lastly, a third-party verification confirms that risks have been appropriately addressed. Verification is repeated every three years.

Growers earning the MAEAP seal of approval have a marketing and funding advantage. The logo, recently made available for promotional use by verified farms, demonstrates good environmental stewardship to consumers, and the designation can bring cost-share incentives, tax credits, low-cost lending and reduced liability insurance premiums from participating companies. It also certifies that applicable Michigan Right-to-Farm practices are in place, providing nuisance liability protection.

MAEAP verification involves an educational workshop and a confidential on-farm risk assessment by a groundwater technician, which identifies potential problems and customized, economically viable solutions.

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2000+ Units sold over last 25 Years
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Fits Most Orchard Tractors





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Organic Gardens





Michigan Agriculture Environmental Assurance Program

Be a good neighbor,
lower your liability,
earn RTF protection,
take advantage of the
marketing
opportunities and
become MAEAP
verified!

A sign of integrity.

MAEAP-verified farms keep their land, water and air as healthy as the food they produce. They represent the highest standards of environmental stewardship and the pinnacle of responsible agriculture.



Look for MAEAP signs at the local farms and markets you visit, and talk with the farmers. They're experts at producing safe, healthy, nutritious foods for you and your family, while caring for the environment that makes their livelihood possible.



Michigan Agriculture
Environmental Assurance
Program
www.maeap.org

Michigan farmers are proud to be MAEAP verified!





Michigan Agriculture Environmental Assurance Program

Thank You

Questions?
www.MAEAP.org