Wisconsin Organic Advisory Council Meeting
10 am to 3 pm
Wednesday, March 18, 2009
WI Department of Agriculture
Board Room, Room 106
2811 Agriculture Drive, Madison

MINUTES

Present:
Council members: Tricia Bross, Chris Malek, Rich Lange, Mike Schulist, Jerry McGeorge, Bob Wills, Harriet Behar, Margaret Bert-Mittelstadt, Bonnie Wideman, David Engel, Christine Mason, Jim Munsch
Interagency Team: Jenni Heaton, Pat Murphy, Ray Ellenberger, Kevin Shelley, Carla Wright, Irv Possin, Don Jaworski, Perry Brown, Erin Silva, Laura Paine
Guests: Jim Slama (FamilyFarmed.org, Illinois Organic and Local Foods Task Force), Molly Jahn and Heidi Zoerg (UW CALS).

Agenda review
Council members requested the following items be added to the agenda: California non-approved organic fertilizer/decertification of farms (Bob Wills), open seats on the National Organic Standards Board (Harriet). These will be added after the discussion with Dean Jahn and before lunch.

Minutes approval
Minutes addition: Bob W. suggested that we add the fact that Heidi Zoerb attended to represent Molly Jahn and some of the comments attributed to Erin in the minutes were actually made by Heidi. Laura will make that correction.
Motion to approve the minutes as amended, Jerry McGeorge/Don Jaworski seconded. Motion carried.

Review of meeting dates for next meetings.
Our next meeting is scheduled for April 15th. Meeting will be at DATCP.
Secretary Nilselstuen is scheduled to join the council from 10:30 to 11:30 am
Our mid-summer meeting. The council decided to target July 15th. Bob Wills offered to host the meeting. We will meet in Plain at the public library and take a tour of Cedar Grove Cheese.
Fall dates with Minnesota. The council is interested in having a joint meeting with the Minnesota Organic Task Force—Laura will check with Meg Moynihan on potential dates. Jerry has invited us to meet at Organic Valley.

Old business
Update on Organic Cost Share program
Laura shared a written report on the cost share program (see below). Harriet suggested that another press release be sent out, which Laura will do.
Activities:
- Approximately 500 applications received to date.
- Hired student intern Cade Stanek to process applications, started on February 16.
- Received scanned copy of NOP agreement amendment on March 10th (have not received the original yet). This amendment extended the original contract back to October 1, 2007 and allows us to reimburse for 2008 growing season certification expenses.
- We will start sending out checks in the next week or so.
- Sent out a second press release the week of March 2nd. Deadline for application for federal fiscal year 2008 costs is March 31.

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Update: as of 4/3/09, we estimate that we’ll end up with 654 applicants requesting a total of $430,813. We are working with NOP to request additional funds.

Harriet and Perry reviewed the meeting (members attending also included Bonnie Wideman, Carla Wright, and Laura Paine. Harriet and Perry described what came out of it and what the next steps will be. The goal of the National Organic Action Plan (NOAP) project is to articulate a shared vision for the future of organic food and agriculture in the United States.

A group of organic and sustainable agriculture organizations conducted listening sessions starting in 2006. The NOAP dialogue meetings have engaged more than 300 participants from 28 states at 11 venues across the country. The meeting in LaCrosse was organized to prioritize those goals. A group of around 60 individuals representing groups from all over the country participated. Participants divided into groups and prioritized topics under 8 primary headings: Environment, health, social and cultural change, research, education, organic integrity, marketplace, transition and incentives. Results of the prioritization will be summarized and the resulting plan will set out a broad set of goals to guide organic agriculture in the United States over the next ten years. For more information, visit the following website: http://www.rafiusa.org/noap.html

OAC Comments for Dean Jahn.
Discussion was held on organizing the Council’s comments to Molly Jahn.
A process has been put in place to evaluate the needs and to develop recommendations for how to handle CIAS going forward as a part of the new Wisconsin Institute for Sustainable Agriculture. Professors Jed Colquhoun, Randy Jackson, and Jack Kloppenburg will lead the effort.

Bob suggested that we reinforce the notion that we should keep CIAS going until the review and recommendations are completed—don’t let it languish in the interim. This is difficult without a director (since Brent McCown has stepped down). He’s also concerned about what the plans are for other sustainable ag centers at CALS like AgroEcology and PATS.

General issues/values of CIAS: The group is also interested in reiterating the Council’s support for a Center whose goal is to place an emphasis on integrating sustainable issues. None of these issues have substantial funding sources, but together they can bring together enough funds to do effective programs. The Center has also played an important role as an incubator for new ideas. The citizens advisory council is an important feature and the collaborative nature of CIAS is very positive.
Kevin: With regard to plans for the WI Institute for Sustainable Agriculture? What are the issues surrounding the broader ‘sustainable ag’ standard activities nationally (e.g. the Keystone Institute).

Discussion on specific organic issues:
The Council would like to encourage Dr. Jahn to support increasing the number of research stations that have land certified. Individual comments included the following:
Jim: should organics be ‘mainstreamed’ into the individual departments as Molly is suggesting, or should there be a separate organization to focus on and highlight organics specifically.

Harriet: Should there be an organic agriculture degree? A major in organic ag with a minor in Dairy Science, Horticulture, etc. There are two issues: we need the University to do organic research, but we also need to address educational programs.
Erin: Molly will probably be asking this council to provide input on the direction/future of organic research and education programs.

Non-approved fertilizer use in California.
The California organic program approved a nitrogen fertilizer that was later found to contain artificial nitrogen. They allowed it to be used on many acres even after the artificial nitrogen was discovered. In response, NOP recently put out a ‘directive’ that any fertilizers with more than 3% nitrogen has to have a third party review before it is approved for use in organic systems. Several issues were identified by Council members:
- There is a question as to whether the farms that have used this fertilizer should be de-certified. The land has been continued to be allowed to remain certified.
- There is a conflict of interest in that the California Dept. of Ag. is charged with certification and promotion of the industry.
- Several members shared that the primary issue at stake here is the integrity of the organic seal.

Bonnie: the issue really is how the NOP is dealing with the issue and the fact that they are not doing their job, they need to address the whole issue of approving inputs/products.
The California State Organic program is one of two programs that have the authority to enforce the NOS. They didn’t do their job and NOP didn’t require them to do it.

Council action:
Two issues were identified:
- How do farmers determine whether a product is allowed under organic standards, how can we avoid having this happen here? (Jim--can we ask DATCP fertilizer regulators to play a role?)
- The implications of the compromise that was made allowing farmers to continue selling as organic.

Bob suggested that this topic should be sent to committee for further discussion and recommendations. It was decided that Consumer Ed and National Organic Issues committees will take the lead with Farmer Education committee participating).

Jenni explained what the WI fertilizer rules do: they focus on ensuring that the label is accurate in terms of nutrient content. Enlarging the activities in this area could be discussed with ARM staff. Jenni suggested that they invite Charlene Khazae, a fertilizer specialist from ARM, to participate in the discussion so that they can learn what DATCP might be able to do in this area

Committee reports

Government Relations and Legal Affairs Committee:
Christine reported on Government Affairs committee activities.
Our sub-committee has been active and busy. I am proud of how productive we have been and I appreciate the time that everyone is willing to devote to conference calls and group e-mails. We do not live in close proximity to each other, but we are able to get a lot done thanks to technology! Activities include:

- Printed an internal DATCP summary sheet. This sheet is sent to interested parties within the DATCP and is intended keep Sec. Nilsestuen updated on council activities and progress.
- Created a quarterly newsletter. Sent to legislatures and all interested parties. (Also shared with all OAC members electronically and always available on our web-site)
- Conference call with the guidance and technical advice of Pat Murphy in regards to NRCS EQIP regulations.
- Comment on the interim final rule for the NRCS Environmental Quality Incentives Program (Docket No. NRCS-IFR-08005). Position paper sent to Washington.
- Comment on Docket No. APHIS-2008-0023, Importation, Interstate Movement, and Release into the Environment of Certain Genetically Engineered Organisms. Originally not approved by DATCP for submission, but decision was reversed in time to get the comments submitted. OAC members also encouraged to comment individually.
- Christine Mason, chair of our subcommittee will represent the OAC on the ATCP 29 AgChem revision advisory committee.
- Get some excellent pictures at the MOSES conference for the next newsletter!

Federal Food Safety Modernization Act.
Discussion was held regarding the food safety modernization act (HR875) that is being discussed in congress. This has been rumored to be an attack on organic agriculture, but this appears to be untrue.

Consumer Ed.
Margaret shared a report from the committee’s last meeting in November. This committee needs some agency people to join—it’s all Council members currently.

The committee discussed current consumer issues. One big one is: Organics and the economy: what does this mean to the consumer?
- Organic growth slowing
- Consumer perceptions of organic when faced with the price issue
- Learn to cook campaign
- Promoting local organic
- Benefits of organic: Healthier, Better, Justifying the higher costs

Materials recommended to be developed:

Wisconsin Organics How To Guide (similar to the WI Local Food Marketing Guide) but geared strictly for the consumer that can be offered at farm stands or at farmer’s markets, and available for the retailer. To include:
- Benefits
- Cooking
- Local/Economic impact
- Organic is good for all
- Personal testimonials on farming organically
- Personal testimonials on choosing organic for the family
- Recipes
- Map of organic farms in Wisconsin
- Basic statistics

A newsletter featuring a series of broader spectrum stories
• Ways to cut food costs by cooking at home
• Cost of packaging adds to cost of product (suggesting buy fresh)
• Offer price comparisons

Potential outlets for information:
For the Farmer’s Market/CSA/Organic retailer
Provide information for display addressing above topics.

For Farm Stand operators
What it means to be organic
For the website www.organic.wisc.edu/:
• Provide consumer portal
  o benefits of organic
  o learning to cook to manage costs
  o choosing the dirty dozen when considering between conventional and organic
  o why local is great
  o the positive economic impact organic ag has on state economy, jobs, etc.
• Include brochures or handouts that can be easily downloaded and printed by the consumer (or links to other places where this information already exists)
• Free booklets on how to save $ through cooking and how to save $/or budget shop buying organic

The committee identified the Wisconsin Local Food Marketing Guide as a good resource, but suggested that future reprints include: Regulations for selling organic, Places for selling certified organic, Why farm organically.

Farmer Education,
Kevin reviewed activities in the area of farmer education.
Current and ongoing activities:

• Erin Silva and UW colleagues continue to plan for 3rd Organic Field Day at UW-ARS in August (reported on at 1/28/09 WOAC meeting);
• MOSES (a.) continues with their organic farmer mentoring program (Harriet Behar); (b.) Jody Padgham has submitted a proposal to USDA OREI, and there is a related, collaborative proposal by Kevin Erb (UWEX Conservation Training Program) to NRCS Conservation Innovation Grants (CIG) program, to provide training in organic farming methods to CCA’s and conservation agency staff. Objective: to accommodate provisions in 2008 Farm Bill supporting organic transitions and conservation crop rotations with professional resources for organic farm planning (TSPs) and that meet soil and water conservation standards. Kevin Shelley is a listed collaborator on both proposals. These projects will help provide an outreach component to some of the research projects at UW such as the soil fertility/insect management research by E. Cullen and K. Shelley.
• Pat Murphy has been working to get organic the community’s input on input on rules for EQIP (through WOAC);
• Valerie Dantoin-Adamski and Don Jaworski are working to develop curriculum for the Northeast Wisconsin Technical College’s (NWTC) Organic and Sustainable Agriculture Food and Education program. Kevin Shelley along with Diane Mayerfeld and Carla Wright, attended a Feb 12 advisory committee meeting. Program plans start with seminar series, then PDP, then 2-year degree program.

Next steps:
Determine supporting, collaborative role for the committee associated with these important individual efforts.
Status of University of Wisconsin Organic Research and Education programs
A conversation with Dean Molly Jahn

Dr. Jahn and several staff members joined the meeting. Dr. Jahn reviewed the development of the Wisconsin Institute for Sustainable Agriculture. They envisioned it as a mechanism to corral a number of different conversations in sustainable agriculture at the university. Sustainable ag involves a broad range of issues/topics including, but not restricted to, organics. The portfolio of WISA is planned to include CIAS, IPM, and NPM and others.

Land Grant universities have a general obligation to support both research and outreach and both these functions are envisioned for WISA. UW sees the partnerships with other campuses and the technical college system as very important to help UW-Madison carry out these roles.

The Institute launch was planned for 2007 and 2008. But, Dr. Jahn tells us, UW is a very ‘consultative’ community. The concept of the institute didn’t ‘catch fire’. She and her staff attempted to use the WISA concept to approach donors. This didn’t pan out the way they’d hoped either. They haven’t received the kind of funding that would help get the Institute up and running. All in all, this institute isn’t proving to be the catalyst for the changes they’re hoping for.

Now, she’s hoping to broaden their discussion/dialogue that occurs with the CIAS CAC to other stakeholder groups, including the OAC as a representative of the organic community. They are interested in turning their research capacity toward both applied and basic organic research. The new farm bill has a focus on integrated/multi-disciplinary research and there are significant federal research funds that could be tapped.

Dr. Jahn’s interest is in duplicating the successes they’ve had with the WI Bioenergy initiative. UW CALS is one of two centers nationwide that have received a large USDA grant to do bioenergy research. They will have a new building for this effort. This program has brought CALS the biggest grant they’ve ever had. The Bioenergy initiative has a big sustainability component.

She’s looking at the organic initiative could be modeled after it. Molly’s view of organic is broader than only certified organic. She feels that the land grant mandate must include non-certified farmers as well as certified. CALS is making progress in securing infrastructure for organic and grass-based agriculture. Several ag research stations have certified organic acres.

Other areas that have been part of CIAS that they will continue to do work in:

- They are looking at expanding their activities in the area of local foods distribution.
- The focus on grass-based agriculture will continue.
- Forestry, intersection of food and energy.

Erin Silva shared a list of 23 organic research projects that are on-going or proposed by UW Researchers.

Field Crops

- Cropping system
  - Crop plant nutrition and insect response in organic field crop production: linking farmer observation to University research and Extension. (Eileen Cullen--Entomology)
  - Organic and conventional production systems in the long-term Wisconsin Integrated Cropping Systems Trials: productivity, profitability and environmental impact. (Janet Hedtcke--Agronomy)
  - Developing carbon-positive organic systems through reduced tillage and cover crop-intensive crop rotation schemes. (Erin Silva--Agronomy)
- Weed and pest management
Mechanical and thermal means of inter-row suppression in corn—Kura clover living mulch for use in organic cropping systems (Ken Albrecht—Agronomy)
Evaluation of approved seed treatments in organic corn production. (Janet Hedtcke--Agronomy)
Flame weeding in corn. (Janet Hedtcke--Agronomy)
No-tillage organic soybean production in winter rye for improved weed and nutrient management in South Central Wisconsin. (Janet Hedtcke--Agronomy)
Cover crop selection and use in no-till organic farming. (Erin Silva--Agronomy)

Variety trials for soybeans and corn, including multi-state trials.

Vegetable Production

• Processing vegetables
  o The feasibility of producing organic sweet corn and snap beans for processing. (A.J. Bussan--Horticulture)
  o Organic certified seed potato production in the Midwest. (Amy Charkowski--Plant Pathology)

• Fresh Market
  o Soil fertility management on organic vegetable farms. (John Hendrickson--Center for Integrated Ag Systems)
  o Comparison of oat cultivars as weed-suppressive cover crop for in organic fresh market vegetables. (Jed Colquhoun--Horticulture)
  o Evaluation of cropping systems within organic vegetable production. (A.J. Bussan--Horticulture)

• Economics
  o Risk management tools for diversified vegetable producers in the Upper Midwest. (Paul Mitchell--Agricultural and Applied Economics)
  o Marketing practices of Wisconsin potato growers. (Paul Mitchell--Agricultural and Applied Economics)

• Variety Screening for Organic Vegetable Production: Linking Traits to Performance. (Erin Silva--Agronomy)

Livestock and Dairy

• Economics and Social issues
  o Comparing the economics of organic dairy production with other dairy systems. (Tom Kriegl, Center for Dairy Profitability)
  o Farm structural change of a different kind: alternative dairy farms in Wisconsin: graziers, organic and Amish. Brad Barham--Agricultural and Applied Economics)

• On-farm research with organic graziers. (Janet Hedtcke--Agronomy)
• Treatment practices and quantification of antimicrobial usage in conventional and organic dairy farms in Wisconsin. (Pamela Ruegg--Dairy Science)
• Impact of organic management on dairy animal health and well-being. (Pamela Ruegg--Dairy Science)

Dave E. question regarding Molly’s comment on organic certification, and including non-certified in their definition of organic producers.
Molly stated that in their research, etc. they maintain certification as a standard, but the University recognizes that there are many farmers who farm organically but do not certify. Her approach is that they need to serve these farmers as well.
Harriet: MOSES takes the approach that anytime that they can encourage people to adopt organic practices, even if they are not organic, this is a benefit.

Harriet: What is the potential of having a degree program?
Response: the short course program has been asked by prospective students to start an organic farming program. They're also looking at organic coursework for 4 year programs.

Bob asked Dr. Jahn about her comment that there will be no change in the CIAS program. He asked about the fact that there is currently no director. He's concerned about there being a vacuum in leadership there in the interim.

Dr. Jahn stated that in the long term, CIAS needs to have more than one faculty member involved. There has been no formal change in Brent’s status. They are waiting to hear what Brent wants to do. She also said that administration will be through Rural Sociology.

Bob asked why PATS and Agroecology aren’t considered part of the WISA framework.
Dr. Jahn stated that the synergy that they’d hoped would be created has not happened (?)

Chris asked if the faculty assigned to develop the WISA will create a definition of ‘sustainability’.

Dr. Jahn stated that the three faculty have advanced their ideas on how to define this. In the next few weeks they’ll come up with a framework to listen and discuss over the summer. Their timeline is to have a structure (and perhaps a definition) resolved by fall.

Chris pointed out that there is a perceived conflict between sustainability and biotech. If CALS has embraced biotech, can they be respected as a leader in sustainability?

Harriet commented that Wisconsin is a leader in organic livestock and suggested that UW should have more organic livestock research and education. She stressed the importance of providing research based information to Extension so that local Extension agents can share the information and localize it to help local farmers.

Dr. Jahn pointed out that CIAS has contributed to filling the gap where Extension has failed to do good organic education and outreach. Several people reinforced this as a reason why CIAS should continue to exist.

Jim pointed out that UW’s response to organic agriculture has been inconsistent/spotty. He thinks that WISA may make the UW more consistent in their responses. One of the things the OAC can do is to be a watchdog to encourage UW to improve their track record in areas where they are weak. How will OAC interact with the planners for WISA?

Dr. Jahn explained that the faculty team will be doing listening sessions/town hall meetings. They’ll probably have a website and blog. [update: listening sessions will be April 24 from 8 to 10 am at Arlington Research Station and April 28 from 3 to 5 pm at the West Madison Station].

Jim asked if the council should have a conversation with the faculty team on how can we be involved? This group can be a bottom up player from the very beginning. The council decided to invite the WISA planners to our next Council meeting on April 15th.

Jerry suggested that this topic should this topic be a standing agenda item for our meetings going forward for the next year.

Agency reports
Laura reported on preparations for an Organic Report to the Ag Board scheduled for April 1. She will work with Harriet and Christine, who have offered to help make the presentation, to develop a presentation. They’ll use newsletters and one-page updates to summarize activities and prepare for any questions on general organic topics (e.g. economic downturn, peanut recall, etc.)

Market Committee Discussion with Jim Slama from FamilyFarmed.org: Tapping into the Chicago market

Jim Slama talked about what FamilyFarmed.org and opportunities for getting WI organic food into the Chicago market. Chicago is 3 million, region is 9 million in population—a lot of potential customers for WI products—they consider Wisconsin local. FamilyFarmed.org is a project of an organization called Sustain, an environmental communications group. They started when they heard about an incinerator in the Chicago area that was reported as putting out 150 million pounds of lead. They were successful at shutting it down, and then went on to engage in other, similar projects. They did the “Keep Organic Organic” Campaign.

In 1999 Jim thought about starting a buy local campaign. He went to grocery stores and found at that time that there were no local foods available. When they started the campaign the came across a couple of obstacles: one was farmers not wanting to knock on doors; the other was buyers are not interested in having farmers making cold calls. So they did a little trade show that year. It was free. He described it as a small but successful show. That was the first Family farmed expo (the second year they had 2000 people). Last year they had about 120 vendors. In the process, they’ve learned a lot about what it takes to build connections between farmers and markets. In the meantime they published a book called “Wholesale Success: a farmer’s guide to selling, postharvest handling and packing produce. The book is the result of their experience over the years in wholesale marketing. Erin is one of the authors of the publication. They also have a training that they do for growers, based on this material. The book is available on their website: www.familyfarmed.org.

Jim’s group facilitates the establishment of relationships, building communication between buyers and farmer sellers. Building awareness among farmers about what the buyers needs are, and helping buyers to figure out the logistics of buying from local farmers.

Wholesale buyers wants/needs: food safety, post harvest handling, proper packing, consistency. Need a network of regional pack houses to standardize product, get it into a form ready to go into the market. Example of OV’s produce pool: There is no uniformity, individual farmers packing their own produce. There is no brand/label that carries through, so that the premium that OV gets for its dairy, e.g. doesn’t carry over to produce.

Chicago schools buys in bulk during the season and has it processed and frozen to be used during the school season.

Jim estimates that there are $700 million to $1 billion in organic sales per year in the Chicago market. Some of the wholesale and institutional buyers include hospitals, Chicago public schools, restaurants, Goodness Greeness, restaurants, Roundy’s, Dominicks, other Chicago area grocery stores, also colleges.

One of their related projects is a partnership with Sysco, the food distribution company. Sysco in central Illinois has set up a weekly on-line farmers market. Farmers post on Saturday, with their price, Sysco takes 20%, then they let their customers place orders on Tuesday and Wednesday, product is delivered on Thursday and Friday.

Harriet asked how they deal with the issue of local versus organic. Some people think that local is just the same as organic, except it’s cheaper. What is Jim’s group doing to address this with their projects?

Jim stated that the independent verification of Organics is a huge advantage. He personally is in favor of organics, but his project must, by nature, reflect what the needs/interests of the buyers are. Some buyers
are focused more on local, others have price issues, etc. There is a need for more education. For example, there is a 10% to 20% price differential if organic foods can be sourced locally.

How can we move forward?
Can Jim’s group set up a system where they’re contracting for a certain volume of production? We need a system set up like the canning contracts, so that growers know they’ll have a market for their product.

Dairy is there—we have good local, organic dairy products that get into the Chicago market.

Where do we need to go with meat? Organic meats are too expensive to date. Their budgets can’t afford the meat prices.

How about packaged goods? Can we bring some of WI organic businesses to the Family Farmed.org expo?

Jim is part of a group with Michelle Miller, Ron Doetch, and others looking at food safety issues regionally so that the appropriate scale for different sized farmers. How we can help: provide food safety, post harvest handling training. Organize growers into a cooperative?

The Council expressed interest in staying in touch with Jim and his group. We have plans to also talk with Coop Partners, the large cooperative distributor of produce out of the Twin Cities. The market committee will follow up on these topics.

**Working with the Illinois Organic Advisory Council, A conversation with Jim Slama**

Jim shared with the Council the work that his Illinois group has done to date. The Illinois Task force has state legislation that establishes their task force (like Minnesota has). The task force created a report with recommendations. The next legislation they’re working on is looking for establishment of a non-profit entity with four staff people. The non-profit will have a board that has seats for different entities like our OAC does.

Illinois has $48 billion in food sales. They’re hoping to capture 20% of this market for local foods. They hope that this organization can establish a grant program to bring in new farmers, new pack houses, meat processors, etc. They want to help Extension move into the alternative areas of agriculture so that Extension can help get these new farmers started.

A couple of suggestions for our group:
Wisconsin’s Ag Education Council is set up the way the Illinois council is looking at setting up. It was legislatively authorized, but has little or no budget. It’s non-profit status allows it to tap into grant and foundation funding to do their work. We could maybe use this model for our state organic program.

Don suggested that we extend an invitation to someone from the health community to participate in council meetings.

Future communication and linkages: the Good food network is a regional local food group. Ron Doetch and Michelle Miller are members from Wisconsin and could keep us in the loop with their activities.

**Public Comments.**
There were no public comments.

At 3:05 pm, a motion was made by Bonnie Wideman, seconded by Jim Munsch to adjourn. Motion carried.