



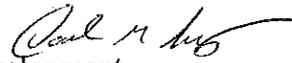
State of Wisconsin
Governor Scott Walker

Department of Agriculture, Trade and Consumer Protection

Ben Brancel, Secretary

DATE: February 9, 2017

TO: Board of Agriculture, Trade and Consumer Protection

FROM: Ben Brancel, Secretary 
Dan Smith, Administrator, Division of Agricultural Development 

SUBJECT: Organic Advisory Council Annual Update

PRESENTED BY: Angie Sullivan, Farm Center, Division of Agricultural Development

REQUESTED ACTION: Information only

SUMMARY/BACKGROUND: In order for Wisconsin to “lead the nation in organic agriculture”, the Wisconsin Organic Task Force developed a set of recommendations to elevate Wisconsin to first place nationally in organic production and processing. At that time, the Task Force placed as top priority the establishment of a minimal infrastructure made up of the following:

- A. Wisconsin Organic Advisory Council: A permanent advisory council for the state of Wisconsin. Positions will be appointed by the Secretary of Agriculture and will counsel the Secretary, Governor, the Legislature and other state agencies on actions that will further the organic industry in the State.
- B. Inter-Agency Implementation Team: This team is comprised of the ex-officio agency members of the Organic Advisory Council. The Implementation Team will carry out the actions recommended by the Organic Advisory Council and suggest actions their agencies could complete in support of organic efforts in Wisconsin and develop a basis for interagency coordination.
- C. Organic Specialist at DATCP: The specialist would be comprised of at least one full-time staff position.
- D. Organic Specialist within the UW system: This specialist could be a combination of a research/extension position, or a faculty cluster position.

As of 2017, all four of these priorities are still in place and Wisconsin continues to rank in top positions in organic agriculture industry statistics.

The Wisconsin Organic Advisory Council consists of 12 private-sector members from the organic business sector, including farmers (3), processors (1), business (3), non-profit (1), certification agency (1), and at-large (3). Two council co-chair positions are filled from the member pool.

The Council meets quarterly with the summer meeting including a tour of a farm, business or processing facility in Wisconsin.

Agriculture generates \$88 billion for Wisconsin

2811 Agriculture Drive • PO Box 8911 • Madison, WI 53708-8911 • Wisconsin.gov

An equal opportunity employer

The mission of the Organic Advisory Council is stated as:

The Wisconsin Organic Advisory Council brings together public and private resources to promote Wisconsin's national leadership position in organic agriculture. By advising the Secretary of the Wisconsin Department of Agriculture, Trade and Consumer Protection and other organizations and agencies on critical organic issues, the council supports organic production, processing, and purchasing opportunities for Wisconsin farmers, processors, and consumers.

A copy of the recently revised Organic Advisory Council Priorities is included in your packet along with a list of current council members and terms.

The U.S experienced record high organic sales of \$43.3 billion in 2015, up 11 percent from the previous year's record. Wisconsin plays an important role in those numbers.

Organic in Wisconsin Highlights:

- Wisconsin has 1,334 organic farms in 2015, which represents an eight percent increase since 2013, according to National Organic Program data.
- Wisconsin remains second in the nation in total number of organic farms, second only to California.
- Wisconsin ranks third behind California and Montana in the number of organic acres, and experienced a 16.9 percent increase in organic acreage from 2008 to 2014.
- Wisconsin ranked fifth in dollar value of organic sales in 2014. The value of organic commodity sales from Wisconsin farms increased 51.2 percent from 2008 to 2014, totaling \$200.8 million. U.S. organic commodity sales increased 72.4 percent in that same time period.
- Wisconsin is the top state for the number of organic dairy farms, with 429 organic dairies. Wisconsin organic milk sales increased 29.8 percent from 2008 to 2014, going from \$85.1 million to \$110.6 million and comprising 55 percent of total organic sales for the state in 2014.
- Wisconsin also has a strong livestock and poultry sector with 121 organic egg producing farms, the most of any state in the nation.
- Wisconsin ranks first in the number of farms producing organic beef, hogs, sheep, goats and broilers.
- Wisconsin ranks second in the number of organic vegetable and melon farms, rising from its third place spot in 2008. The sales value of field-grown vegetable and melons in Wisconsin was \$17.4 million in 2014.
- Wisconsin ranks first in the number of farms producing field-grown beans for processing, dry onions and sweet corn.
- Wisconsin ranks second for the number of farms growing organic cranberries, third for organic raspberry farms and fifth for organic strawberry farms.
- With 909 farms and sales valued at \$25.7 million in 2014, Wisconsin ranks first in the nation for the number of farms growing organic field crops.

- Wisconsin ranks third in the nation for the number of non-organic farms with transitioning land, which is a key indicator of the potential for growth in a state's organic sector.

Organic Cost Share Program

The 2002 Federal Farm Bill provided funding for a cost-share program that helps organic farmers and processors pay for their organic certification.

In 2015, DATCP reimbursed 940 organic certified operations for \$802,372 for a 58 percent participation rate in the program. This was a significant increase from 2014 where DATCP reimbursed 682 people in the amount of \$589,233.

For 2016, DATCP has already processed over 850 applications and plans to continue accepting applications through March 2017.

Wisconsin had an almost a 20 percent greater participation rate in the cost share program than California.

Recent happenings in the organic industry:

- Organic Livestock and Poultry Rule
- Supply/Processing of organic grain crops, livestock and vegetable crops
- Organic Cost Share Program moving to FSA from USDA-AMS
- Economic impact information on organics in Wisconsin

Wisconsin Organic Advisory Committee meetings are open to the public and we welcome participation from the community.



Organic Advisory Council Priorities

1. **Increase Capacity** for Organic Agriculture
2. **Increase Awareness** in State Government
3. Provide **Input on Regulations** at the State and Federal Levels
4. Build council member understanding of organic industry issues and trends

1. Increase Capacity for Organic Agriculture

Identify priorities for DATCP education and outreach for organic service providers, farmers, processors, and retailers.

Seek opportunities that leverage public- and private-sector investments that can increase the capacity for organic agriculture.

Identify barriers that inhibit growth for organic producers and seek solutions to alleviate those barriers.

Provide input on education priorities and programming at the University of Wisconsin and technical colleges.

Promote increased awareness of organic industry professional opportunities.

Possible activities could include

- *Developing a newsletter or bulletin for lawmakers and others on organic activities by DATCP, organic economics in the state of Wisconsin, activities and information from OAC meetings.*
- *Meet with the Dean of CALS on a regular basis*
- *Recommend and advise educational priorities for DATCP*
- *Develop an online directory of organic farms and processors*
- *Support collaboration among stakeholders to invest in organic research, education, and outreach.*
- *Recommend DATCP funding priorities for organic agriculture and industry.*
- *Participate in trade and farm shows in Wisconsin and the Midwest by "riding along" to events where DATCP has a presence.*

2. Increase Awareness in State Government

Provide education for Wisconsin lawmakers and state agency personnel on organic industry trade, needs and trends with a focus on Wisconsin but including regional and national information.

Support research about organic farming and business in Wisconsin.

Possible activities could include

- *Develop a newsletter or bulletin for lawmakers and others on organic activities by DATCP, organic economics in the state of Wisconsin, activities and information from OAC meetings.*
- *Identify research priorities for organic agriculture economics.*
- *Sponsor or support grants to study the organic industry in Wisconsin.*
- *Meeting with the DATCP board.*

3. Provide Input on Regulations at the State and Federal Levels

Provide input for regulations at FDA, USDA, and DATCP on issues that affect the organic industry in Wisconsin.

Possible activities could include

- *Drafting and submitting letters to USDA, FDA, FSA, RMA on behalf of the Organic Advisory Council.*
- *Increasing awareness among legislators and policymakers about issues related to organic farming and business.*
- *Meet with regulators at the state level to discuss organic industry opportunities and challenges.*
- *Invite regulatory heads from DATCP and other agencies to participate in discussions with the Organic Advisory Council.*

4. Increasing Knowledge and Awareness of Organic Issues and Trends for Members of the Organic Advisory Council

Identify topics and speakers for OAC meetings.

Communicate within the council through wikis, subcommittees, and other means.

Communicate with similar organic advisory groups, taskforces, and councils in other states.

Seek input from non-organic industry groups.

Possible activities could include

- *Develop a Google Group for OAC members.*
- *Reach out to organic advisory councils in other states for information sharing and cooperation.*
- *Reach out to other producer groups and councils in Wisconsin.*

Adopted by the Council 9 January 2017



State of Wisconsin
Governor Scott Walker

Department of Agriculture, Trade and Consumer Protection

Ben Brancel, Secretary

Wisconsin Organic Advisory Council 2017 Membership

Organic Farmers

Gerald Klinkner (term ends July 2018)
Klinkner Family Farms
28040 Omega Road
Cashton, WI 54619
908-654-7971
klinknerfamilyfarm@hotmail.com

Steve Pincus (term ends July 2019))
Tipi Produce
14706 W. Ahara Rd
Evansville, WI 53536
608-882-6196
wholesale@tipiproduce.com

Tony Kurtz (term ends July 2017)
W9648 Gehri Road
Wonewoc, WI 53968
608-477-0069
kaynick@centurylink.net

Organic Business Representatives

Anthony Saarem – Co-Chair
(term ends July 2018)
GoMacro, LLC
415 S. Wagoner Avenue
Viola, WI 54664
608-386-0944
tony@gomacro.com

Adam Warthesen (term ends July 2019)
Organic Valley
One Organic Way
La Farge, WI 54639
608-632-6754
adam.warthesen@organicvalley.coop

Ken Seguine (term ends July 2017)
Hay River Pumpkin Seed Oil
N13859 250th Street
Prairie Farm, WI 54762
800-928-7145
ksequine@chibardun.net

Non-Profit Representative

Harriet Behar – Co-Chair (term ends July 2017)
MOSES/Sweet Springs Farm
43299 Patton Road
Gays Mills, WI 54631
608-872-2164
harriet@mosesorganic.org

Consumer Representative

Mariann Holm (term ends July 2019)
E10025 690th Avenue
Elk Mound, WI 54739
715-829-0132
holmfamilybusiness@gmail.com

Certification Representative

Steve Walker (term ends July 2018)
Midwest Organic Services Association
PO Box 821
Viroqua, WI 54665
608-637-2526
spwalker@mosaorganic.org

At-Large Members

Bill Stoneman (term ends July 2018)
Biopesticide Industry Alliance Inc. (BPIA)
PO Box 465
5905 Oak Hollow Drive
McFarland, WI 53558
608-268-7040
billstoneman@charter.net

Chris Blanchard (term ends July 2019)
Purple Pitchfork
825 Christianson Avenue
Madison, WI 53714
507-951-4470
chris@purplepitchfork.com

Ron Mason (term ends July 2017)
Midwestern BioAg.
10955 Blackhawk Drive
Blue Mounds, WI 53517
608-437-9981
RonM@midwesternbioag.com

Agriculture generates \$88 billion for Wisconsin

2811 Agriculture Drive • PO Box 8911 • Madison, WI 53708-8911 • Wisconsin.gov

An equal opportunity employer



State of Wisconsin
Governor Scott Walker

Department of Agriculture, Trade and Consumer Protection
Ben Brancel, Secretary



Wisconsin Organic Interagency Implementation Team 2017 Membership

Julie Ammel
NRCS State Office
8030 Excelsior Drive, Suite 200
Madison, WI 53717-2906
608-662-4422, ext. 258
pat.murphy@wi.usda.gov

Dan Smith
WI DATCP-DAD
2811 Agriculture Drive
P.O. Box 8911
Madison, WI 53708
608-224-5142
Dan.Smith@wi.gov

Kim Iczkowski
Farm Service Agency
8030 Excelsior Drive
Suite 100
Madison, WI 53717
608-662-4422 x133
Kimberly.iczkowski@wi.usda.gov

Erin Silva
Organic and Sustainable Cropping Systems Specialist
Department of Plant Pathology
University of Wisconsin-Madison
1630 Linden Dr.
Madison, WI 53706
(608) 890-1503
emsilva@wisc.edu

Kevin B. Shelley
UW Nutrient & Pest Man. Program
445 Henry Mall, Suite 318
Madison, WI 53706
608-575-4746
kshelley@wisc.edu

Coordinator
Angie Sullivan
Ag Program Specialist
Organics, Grazing & Specialty Crops
WI DATCP-DAD
2811 Agriculture Drive
Madison, WI 53718
608-224-5095
Angie.sullivan@wisconsin.gov

Coreen Fallat
DATCP-ARM
2811 Agriculture Drive
P.O. Box 8911
Madison, WI 53708
Coreen.fallet@wisconsin.gov
608-224-4611

Will Erickson
WI DNR
101 S Webster Street
PO Box 7921
Madison, WI 53707-7921
920-387-7898
William.erikson@wi.gov

Cate Rahmlow
Industry Sector Manager
Wisconsin Economic Development Corporation
201 W. Washington Avenue
PO Box 7970
Madison, WI 53707-7970
414.588.6824
Cate.rahmlow@wi.gov

Agriculture generates \$88 billion for Wisconsin

2811 Agriculture Drive • PO Box 8911 • Madison, WI 53708-8911 • Wisconsin.gov

An equal opportunity employer