

The Michigan FFA Creed



Winter 2012

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about the
Michigan
Farmers Market
Association



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2012-2013 State Officers



L to R: Jaime Curth, Region I State Vice President; Samantha Engelhardt, State Reporter; Darcy Lipskey, Region III State Vice President; Morgan Stuart, State Secretary; Nathan Krohn, State Treasurer; Abby Spickerman, State President; Max Kempf, Region V State Vice President; Juliana Forbush, State Vice President; Emily Calderone, Region IV State Vice President; Hannah Fallowfield, Region VI State Vice President; Levi Voorhies, State Sentinel

State Officer Excursions

By:
Abby Spickerman

State office is like a fulltime job that requires dedication, traveling and most of all a passion to serve others. This summer our team set out together on many different adventures to help prepare us for a year of service. The places we went and the experiences we encountered clearly defined what being a state officer is all about.

One of the first events we participated in was the State Leadership Conference for Chapter Officers (SLCCO). SLCCO was the first event that we as a state FFA officer team were able to connect and interact with members. As a team we spent two days preparing workshops to present to chapter officers from across the state. Some of the workshops discussed how to create an exceptional Program of Activities (POA), while others dealt with the topics of communication and diversity. Our goal for this event was to have chapter officers take away tools from the workshops that they could use in their own chapter to have a successful year.



State Presidents Conference (SPC), held in Washington D.C. and is put on by the National FFA Officers. The state president and vice president from Michigan are sent every year to learn more about how to “tell our story” to people both outside of FFA and the agricultural industry. This year Juliana and I had the opportunity to fly to D.C. to participate in this inspiring conference. While in D.C. we went through exercises that taught us how to talk to members of congress, become agricultural advocates and how to pass our passion for agriculture to more members. We also visited the National Mall, mastered

riding the Metro, and became acquainted with the national officers and over ninety state officers from across the United States.

Next on our summer agenda was a business and industry blitz sponsored by Michigan Farm Bureau. We traveled in a large 10-passenger van for three days visiting different agricultural business all across West Michigan. Michigan is ranked 2nd in Agricultural diversity right behind California. These visits revealed how diverse Michigan’s agricultural industry truly is. Our



visits varied from farm operations to business boardrooms. We visited Herbruck’s Poultry Ranch, Swislane Farms, San Chez Bistro Restaurant, The Turkey Coop, Robinette’s Apple Winery, Zeeland Farm Service, The Double JJ Ranch, Ottawa County Farm Bureau, Country Dairy and Peterson Farms. After hearing each businesses background it became clear that although they produced different products they all had the same goal. Each business was completely dedicated to producing quality products that make their consumer happy.

This summer was the perfect way to kick-off our service as a team. It was an experience we can use the rest of our lives with great memories that we will carry with us.

Doing to Learn: Big Al's

It's no secret Michigan agriculture is diverse, so it makes sense that the supervised agricultural experiences of Michigan FFA members would be unique as well. Hopkins FFA member Alan Green has an SAE that exemplifies this diversity.

Green uses the Hopkins FFA Greenhouse and his family's land to produce a plethora of vegetables, including sweet corn, tomatoes, cabbage, broccoli and many other varieties. Alan sells this produce at his own roadside produce stand, which is open from about mid-July to late August - preparation for

habits, and many other characteristics. Then it's time to decide which plants to begin in the greenhouse. When May comes, it is time to plant the corn and start moving the plants from the greenhouse to the garden. Green thinks about the yield of his garden while transplanting the veggies from his greenhouse. Alan prepares his garden before the plants are moved by weeding the entire plot, then covering it with compost and tilling the garden to make sure that the compost is properly mixed into the soil. However, for Alan, making sure his plants have optimal growing conditions does not stop there. He plants acorn squash with topsoil, compost mixture and 15-15-15 fertilizer. This ensures that by July he is ready to fill up his produce stand and open for business. In addition to selling produce, Alan sells his cousin's pumpkins in the fall. He reopens his stand in October and sells the pumpkins for a 25% profit.

Alan makes sure to keep careful records of his sales, including how much produce he puts out, how often the stand is refilled, and how much he earns. These records help him decide what to grow and what sold well. He'll use this information to determine which seeds he should purchase again next year. Keeping careful records allows Alan to standardize the presentation of his stand. For instance, when Alan picks green beans they are always handled the same way. Once the beans are picked, they



the year begins much before that. Before planting season begins, Alan carefully selects the seed he will plant while paying attention to past performance, growth

Produce Stand

By:
Emily Calderone



are taken inside and checked over again to make sure that only quality produce is sold. They are then weighed out into one pound bags for customers to purchase.

Alan says that along with learning about crops and maintaining a garden, he has also been able to learn a lot about running a business. Alan says, "I try to keep my prices decent seeing that there are several other produce stands in my area." Alan reduces profit loss by controlling pests, like tomato hornworms. He has also looked into easy ways to control larger pests, like rabbits and deer. Using his record keeping skills, Alan is able to see how his pest control has paid off. He says the preventative actions provided measurable changes, even in just the span

of a year. "I was able to lose less of my tomatoes to hornworms, and in 2011 I sold 15% more tomatoes per plant than in 2010. I used marigolds and insecticides to control unwanted pests." Alan says that he has also been able to see the effects of advertising and social media on his business. He runs a Facebook page for his stand and this has allowed him to connect with his customers. He is able to post what vegetables are in season and when his stand is in operation so that people are more apt to stop by. Having a Facebook page also lets Alan get to know his shoppers a bit better. In 2011, 20% of his Facebook friends had shopped at his stand.

Alan is excited about all the educational opportunities that his SAE has presented him with. He hopes to dual major in Ag Education and Crop and Soil Sciences. Leave it to a Michigan FFA member to find an SAE as diverse as the state they live in. Next time you're in the mood for some fresh produce around the middle of July, head on over to Big Al's Produce Stand.



Fun Managing

Since 2001, the number of community farmers markets in Michigan has more than tripled from 90 to over 300 today. Community farmers markets are venues where multiple farmers and/or vendors come together on a regular schedule to sell their local food and farm products directly to consumers. The rising number of farmers markets reflects a growing number of consumers who are increasing their interest in where their food comes from and how they can support local and regional food systems. With each new farmers market, the demand for farmers market managers increases, too.



In simple terms, a farmers market manager is someone who manages the day-to-day operations of a farmers market. They monitor set-up and tear down of the market, recruit vendors, draft and enforce market rules and policies, manage the market's finances, raise funds to help sustain the market, resolve conflicts that arise between vendors or customers and promote the market to increase community awareness. Some farmers market managers work with board of directors or volunteers to help manage the market; some are paid employees and others are volunteers. Some work year round and others just work during the farmers market season from May to October.

Each farmers market is unique and therefore each farmers market manager is also unique!

Market managers need a variety of skills that include managerial skills, time and conflict management, written and oral communication skills and networking skills. Farmers market managers also require basic understanding of agriculture and the seasonality of locally grown fruits and vegetables and the licensing and labeling requirements that vendors are to follow when they make and sell value added products, prepared foods and meat or dairy products. This knowledge is important to help manage the market, but is also important to have to share with market shoppers.

However, the best farmers market managers do much more than just manage the day-to-day operations of a farmers market. The great ones also advocate for increased food access in their communities, support farmers and small food businesses with training, technical assistance and networking - all while being an active stakeholder in their local and regional food systems. Like with many careers, being a farmers market manager has the potential to be whatever you make it. In Michigan, farmers market manager and the



Michigan's Farm Markets

farmers and vendors that sell at farmers markets are supported by the Michigan Farmers Market Association (MIFMA). MIFMA is a statewide, member-based association with a mission to advance farmers markets to create a thriving marketplace for local food and farm products. MIFMA works in five focus areas: organizational development, policy advocacy, marketing and outreach, professional development and increasing food access. I have worked for MIFMA for three years and thoroughly enjoy the opportunity to support a growing facet of the local food system.



My job is to support farmers markets that are accepting food assistance benefits like the Michigan Bridge Card that delivers Supplemental Nutrition Assistance Program (SNAP) benefits. Each day my job is different. One day I may be training a group of market managers and the next day I may be meeting with state agencies to discover better ways to connect Michigan families with food produced right in our state by Michigan farmers. I love the variety that my job offers and the opportunity that it allows me to make a difference for Michigan families and farmers.

One of the unique things that MIFMA does is facilitate the nation's only Market Manager Certification Program. This program seeks to

professionally train farmers market managers and help them develop the skills they need to be successful in their career. The training program consists of a series of sessions covering a variety of topics relevant to market management including; managing market growth, market rule and regulations, conflict management, fundraising, marketing, outreach and peer to peer learning. Participants that complete the course receive a certification that declares they are professionally trained as a farmers market manager.

If you are interested in becoming a farmers market manager, or working for an organization like MIFMA that supports farmers markets, I would encourage you to explore volunteer opportunities at a farmers market near you. Find a farmers market near you on the MIFMA website at www.mifma.org through our "Find a Farmers Market" feature. Volunteering at a farmers market is a great way to explore what a career would be like as a market manager and to give back to your community at the same time!



Amanda Shreve,
Food Assistance Partnership Coordinator
MIFMA

Summer CDE Results

Tractor Driving

Junior Division

- 1st- Chase Jenkins – Durand
- 2nd- Joshua Tomasek – Corunna
- 3rd- Justin Davis – Cedar Springs
- 4th - Troy Markley – Byron
- 5th - Jack VanAgen – Byron

Senior Division

- 1st- Brad Cole – Durand
- 2nd- Blake Lulham – Corunna
- 3rd- Jordan Phillips – Corunna
- 4th- Jon Golimbieski – Standish-Sterling
- 5th- Brent Willett – Cedar Springs



Livestock Judging

State Winner: Branch Area Career Center
Team Members: Matt AcMoody, Katie Walters, Sam Griffith

Alternate Winner: Ogemaw Heights
Team Members: Andrea Urbach, Logan Denby, Taylor Fritz, Erin Fritz

Gold Award: Saranac

Silver Awards: Lapeer 1, Ravenna 1

Dairy Judging

State Winner: Olivet
Team Members: Ryan Hall, Kyle Francisco, Allen Gloor, Teddy Sobleskey

Alternate Winner: Ubly 1
Team Members: Heather Gentner, Alyssa Briolat, Darcy Lipskey, Jennifer Hagen



Dairy Showmanship

Sheley Berens, Hopkins, State Winner
Blake Lulham, Corunna, Alt. State Winner
Aaron Richard, Chippewa Hills, Gold
Olivia Kauffman, Lowell, Gold
Amber Ash, Perry, Gold
Sammy Sikkenga, Montague, Gold
Macy Cole, Durand, Gold
Josephine Forbush, Byron, Gold
Kathryn Rought, Montague, Gold
Ariana Rickman, Perry, Gold
Mallory Cole, Durand, Gold

Kelbie Stout, Ionia, Gold
Tyra Jonas, Ravenna, Silver
Zach Pixley, Maple Valley, Silver
Emma Blough, Lowell, Silver
Marissa Aney, Ravenna, Silver
Autumn Bailey, Waldron, Silver
Katie Francisco, Olivet, Silver
Kristen Ormsbee, Olivet, Silver
Emily Ritter, Byron, Silver
Alexis Birdsell, Waldron, Silver
Heidi Collins, Chippewa Hills, Silver

State Officer Stats



Samantha Engelhardt State Reporter

Chapter: Laker
College: Michigan State
SAE: Dairy Production
Theme song: "It's Your Life"

Favorites:

Sport: Football
FFA event: Ag Issues
T.V. show: Glee
Book: *The Hunger Games*
Candy: Chewy Sweetarts



Max Kempf Region V State VP

Chapter: Fremont
College: Michigan State
SAE: Meat Processing
Theme song: "Don't Stop Believing"

Favorites:

T.V. show: Dirty Jobs
Hobby: Hunting
Sports team: MSU Spartans
Movie: I Robot
Food: T-Bone Steak



Jaime Curth Region I State VP

Chapter: Maple Valley
College: Lansing Community College
SAE: Swine Production
Theme song: "Find Out Who Your Friends Are"

Favorites:

Candy: Reese's
Musician: Brantley Gilbert
Hobby: Fishing
Sport: Football
Book: *Twisted*

Pure Michigan

Throughout the summer, you might have seen billboards featuring a smorgasbord of Michigan foods, you may have heard Tim Allen's voice over the radio commending Michigan agriculture, or maybe you kicked back and saw the vibrancy of Michigan's fruits and vegetables play across the TV screen during a commercial break.

And what about that Pure Michigan Milk commercial? Kroger has formed a separate partnership with MEDC to produce that TV spot and also include in-store Pure Michigan labels on foods.

In addition to the Pure Michigan Agriculture movement, the "Pure Michigan Farmer"



PURE MICHIGAN
Agriculture

michigan.org

In any case, you've had a taste of the latest project of the Michigan Ag Council (MAC).

The Ag Council has partnered with the Michigan Economic Development Corporation (MEDC) to launch the Pure Michigan Agriculture campaign. The media campaign ran through September, using the radio spot, billboard, and a previously cycled TV ad created by MEDC, to showcase the bounty of Michigan agriculture and the hard-working farm families who produce more than 200 varieties of food right here in our state. Pure Michigan will also utilize their social media channels and a campaign web page to leverage promotion. Check it out at <http://www.michigan.org/hot-spots/michigan-agriculture/>.

them was designed to highlight the Michigan farm families behind the agriculture industry.

"These themes will put our message into the hands of both farmers and consumers and generate some momentum for the campaign," said Laura Moser, Communications Manager of the Michigan Milk Producers Association and President of the Michigan Ag Council. "Our goal is to thank Michigan farmers and create an awareness of all that the agriculture industry is to Michigan." At various events throughout the summer, MAC raised awareness of these themes by passing out promotional items including reusable shopping bags, notepads, window clings and lapel pins.

Agriculture

By:
Becky
Cunningham

These campaigns come at a time when more people are removed from modern agriculture than ever before. It is the goal of the project to raise awareness of and create a sense of pride in all that agriculture is to the state of Michigan. Both producers and consumers can resonate with the campaign, first because the Pure Michigan brand is so easily recognizable, and also because agriculture is a part of our everyday lives.

Moving forward, MAC will focus on growing the Pure Michigan Agriculture campaign. Specifically, some goals include creating a strong presence for Pure Michigan Agriculture in the social media and digital realm and continuing to take the campaign to the retail level. By partnering with various Michigan retailers and incorporating our information and campaign message in stores, consumers will experience 'Pure Michigan Agriculture' where it is most relevant to them.

The Pure Michigan Agriculture campaign is one of several projects designed and implemented by the council to build a relationship between producers and consumers. Some other projects include the Farm Fresh Food Blog, a blog hosted on Mlive.com that's written by farmers for consumers, and the MI Foodie News, a monthly e-newsletter that reaches more than 11,000 subscribers and contains recipes, hot topics in agriculture and information about Michigan farmers.

PURE MICHIGAN Agriculture

These projects and future programming all exist to serve the MAC mission to build awareness of today's agriculture and food systems. Together, MAC partners, industry leaders and others in the agriculture industry are working to foster consumer confidence in Michigan agriculture.

To learn more about the Michigan Ag Council visit www.miagcouncil.org.



Becky Cunningham
Program Director
Michigan Ag Council



Michigan FFA Alumni



SHOW YOUR ALUMNI PRIDE!

The Michigan FFA Alumni Council is proud to offer an official *No Jacket Required* t-shirt for sale!

With the message that anyone who is passionate about agriculture and youth leadership can find a home in the FFA alumni, all proceeds from sales of this shirt will be used on scholarships for FFA members.

Shirts cost \$15 each and will be on sale until February 15, 2013. When ordering, please indicate whether you'll pick up your shirt at the Michigan FFA State Convention or the Michigan FFA Alumni Annual Meeting.

Sizes small through XXXL are available.

To order, visit www.michiganffa.org/alumni/shirts



Did you miss the Michigan FFA Alumni ACN Leadership Workshops in early November?

Email us at alumni@michiganffa.org if you'd like copies of the presentations or if you have questions about the Ag Career Network.



SAVE THE DATE!

The Michigan FFA Alumni Annual Meeting will be held at Laker High School in Region III on Saturday, March 23, 2013.



Does your chapter have an interesting fundraising activity, community event or way of showing support to your members that you want to share with the rest of the state? Email us at alumni@michiganffa.org and tell your story.

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Frame + Chicken Wire

By:
Samantha Engelhardt

Supplies:

Wooden picture frame
Chicken wire
Staples
Staple gun
Wire cutters
Paint (optional)
Sand paper (optional)

Instructions:

1. Find or purchase an old wooden picture frame. I find the best places to buy them are at garage sales, thrift stores, and resale shops because they are inexpensive.
2. Rip out the backing and glass (dispose of properly).
3. Use the sand paper if you think the picture frame needs it and paint if you would like.
4. Cut out chicken wire (using wire cutters) that will cover the hole of the picture frame, but not big enough so it hangs over the edge.
5. Then line the chicken wire up with the back of the picture frame and staple it every other wire (the more you use, the sturdier it will be). Try to get the wire tight so it doesn't warp in the center.
6. Cut off any of the ends that hang over or stick out.
7. Staple a string or wire to the back as well to hang up your frame.
8. Hang jewelry, fishing lures, or pictures on your new decorative and functional piece of art! For hanging pictures little clothespins work best!





She wants to be a seed salesperson or crop scout.

MICHIGAN STATE
UNIVERSITY

Institute of
Agricultural Technology

He wants to be an electrical technician.

They'll both do it at Michigan State University through the Institute of Agricultural Technology.

Find out how at
www.iat.msu.edu





In the classroom

and on the field



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Learn more by visiting www.canr.msu.edu.

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