

FINAL - June 2, 2014
2014 MASDA Annual Meeting at the Grand Traverse Resort

Saturday, June 7

8:00 p.m. Hospitality Suite opens for early arrivals (Tower Room 1556)

Sunday, June 8 (attire is business casual)

{Note: Breakfast and lunch are on own}

- 10:00 a.m. – 1:00 p.m. Registration
Location: Directors Room
- 1:00 p.m. Welcome/Opening Session
Jamie Clover Adams, MASDA President
Location: Directors Room
- 1:30 p.m. Animal Welfare Panel Discussion w/MSU experts
Dr. Janice Swanson, general animal welfare
Dr. Madonna Benjamin, swine
- 2:30 p.m. “Ag Gag” laws: An overview
Brad Deacon, MDARD Administrative Law Coordinator
- 3:00 p.m. Ag Leaders Index – determining confidence in the food
and ag sector
Bill Knudsen, Product Marketing Economist
Michigan State University Product Center
- 3:30 p.m. Census of U.S. Agriculture and a NASS overview
Kevin Barnes, Director, Western Region, USDA-NASS
- 4:00 p.m. – 5:00 p.m. Registration re-opens
Location: Tower Room 1556
- 5:00 p.m. Pure Michigan Welcome Reception
Location: Tower Level 17
- 6:00 p.m. Pure Michigan Dinner
Speaker: Jim Herbert, Neogen
Location: Tower Level 17
- 8:00 p.m. Hospitality Suite Opens/Late Registration
Location: Tower Room 1556

Monday, June 9 (attire is casual)

{Note: There will not be formal breaks. If you need to make a call, etc., please do so.}

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| 7:00 a.m. – 8:00 a.m. | Breakfast
Location: Council Room |
| 8:00 a.m. – 10:30 a.m. | Business meetings
Location: Directors Room |
| 8:00 a.m. | Panel discussion on Ag and the Environment with Q & A
Carrie Vollmer-Sanders, The Nature Conservancy

MI Agriculture Environmental Assurance Program
Jan Wilford, MAEAP Manager, MDARD |
| 9:00 a.m. | Michigan's Water Use Strategy
Jon Allan, Director, Office of the Great Lakes |
| 9:30 a.m. | Placemaking around Ag, tourism, water and natural
resources
Megan Olds, associate director
Grand Traverse Regional Land Conservancy |
| 10:30 a.m. | Office time to make calls, reply to emails, etc. |
| 11:15 a.m. | Begin boarding bus
Location: in front of the resort |
| 11:30 a.m. | Bus departs Grand Traverse Resort |
| 12:15 p.m. | Arrive at Northwest Michigan Horticulture Research Center
Lunch and tour
Speaker: Dr. Nikki Rothwell, Center Director |
| 2:00 p.m. | Begin boarding bus |
| 2:15 p.m. | Bus departs Northwest Michigan Horticulture Research
Center |
| 2:30 p.m. | Arrive at Great Lakes Potato Chip Company
Tour/speaker: Chris Girrbach, owner |
| 3:15 p.m. | Begin boarding bus |
| 3:30 p.m. | Bus departs Great Lakes Potato Chip Company |
| 4:00 p.m. | Arrive at Cherry Bay Orchards
Tour/speaker: Don Gregory, owner |

- 4:45 p.m. Begin boarding bus
- 5:00 p.m. Bus departs Cherry Bay Orchards
- 5:15 p.m. Arrive at 45 North
Tour, wine tasting, and dinner
- 7:30 p.m. Begin boarding bus
- 7:45 p.m. Bus departs for Grand Traverse Resort
- 8:30 p.m. Arrive at the Grand Traverse Resort
- 8:30 p.m. Hospitality Suite Opens
Location: Tower Room 1556
- Tuesday, June 10** (attire is casual)
- 7:00 a.m. – 8:00 a.m. Breakfast
Location: Council Room
- 8:00 a.m. – 11:00 a.m. Business meetings
Location: Directors Room
- 8:00 a.m. Social media: The government game-changer for communications
Speaker: Graham Davis, Truscott Rossman Group
- 9:00 a.m. GMOs and more: Consumer messaging research
Speaker: Terry Fleck, Center for Food Integrity
- 10:30 a.m. Office time to make calls, reply to emails, etc.
- 11:15 a.m. Begin boarding bus in front of resort
- 11:30 a.m. Bus departs Grand Traverse Resort
- 12:15 p.m. Arrive at Friske Orchards
Lunch, tours
- 2:00 p.m. Begin boarding bus
- 2:15 p.m. Bus departs Friske Orchards
- 2:30 p.m. Arrive at H & D Dairy Farm
Closing the agriculture to consumer loop
Laura Moser, Michigan Ag Council
Doug Warner, farm owner

- 3:30 p.m. Begin boarding bus
- 3:45 p.m. Bus departs H & D Dairy Farm
- 4:00 p.m. Arrive at Norwood Township Park
Aquatic Invasive Species and Lake Michigan viewing
Gordon Wenk, MDARD Deputy Director
- 4:30 p.m. Begin boarding bus
- 4:45 p.m. Bus departs Norwood Township Park
- 5:30 p.m. Arrive at the Hagerty Conference Center
- 6:00 p.m. Dinner
Dinner speaker: Jeff Fritz, Government Affairs, DuPont
- 7:15 p.m. Begin boarding bus
- 7:30 p.m. Bus departs for Grand Traverse Resort
- 8:00 p.m. Arrive at Grand Traverse Resort
- 8:00 p.m. Hospitality Room opens
Location: Tower Room 1556
- Wednesday, June 11**
- 7:00 a.m. – 8:00 a.m. Breakfast
Location: Council Room
- 8:00 a.m. Food Export of the Midwest (location: Directors Room)
Tim Hamilton, Executive Director
- 9:00 a.m. Bob Ehart, NASDA (location: Directors Room)
Topic: FSMA Implementation
- 9:30 a.m. MASDA Business meeting (location: Directors Room)
- 12 p.m. Adjourn