



## **The Honorable Dan Wyant**

Director  
Michigan Department of Agriculture  
Box 30017  
525 West Allegan  
Lansing, Michigan 48909  
(517)373-1052, Fax (517)335-1423

Base Grant: \$500,000  
Specialty Crop Grant: \$3,250,000  
Total Grant: \$3,750,000

### **International Market Development Grants Awarded in FY02.**

#### **Michigan Cherries and Germany In-Bakery Promotion:**

The Cherry Marketing Institute, \$50,000.  
To fund market development activities and organize a consumer-oriented, in-bakery promotion in Germany.

#### **Michigan Apples to Mexico:**

The Michigan Apple Committee, \$20,000.  
To establish fresh Michigan apple sales to Mexico and fund costs to negotiate apple inspection protocol with the Mexican Secretary of Agriculture.

#### **Michigan Potatoes to Costa Rica:**

The Michigan Potato Industry Commission, \$12,950.  
To promote and develop the market for the import and utilization of Michigan chipping potatoes in Costa Rica to snack food processors.

#### **Michigan Dry Beans to the U.K. and Cuba:**

The Michigan Bean Commission, \$12,050.  
To promote Michigan dry edible beans in the United Kingdom and research market potential for Michigan black beans in Cuba.

#### **Michigan Agriculture and Cuba:**

The Michigan Farm Bureau, \$5,000.  
To promote Michigan agriculture commodities, especially dry edible beans and apples, and conduct trade research, to Cuba.

### **Specialty Crops Block Grants by Commodity Awarded in FY02.**

#### **Dry Bean Promotion and Research:**

The Michigan Bean Industry Commission, \$283,500.  
To support domestic markets at canning firms and export markets in Mexico and Argentina and to support research on the benefits of dry bean consumption.

#### **Apple Promotion and Inspection Program:**

The Michigan Apple Committee, \$264,600.  
To develop a consumer advertising campaign and begin an inspection program for fresh Michigan apple exports to Mexico.

#### **New Potato Varieties - Research and Promotion:**

The Michigan Potato Industry Commission, \$239,400.  
To research the growing and storability of new Michigan potato varieties, and to promote new processing varieties and the new "Michigan Purple" variety.

#### **Tart Cherries - Promotion and Technical Support:**

The Michigan Cherry Committee, \$140,700.  
To promote Michigan tart cherries at farm markets, gourmet and natural food stores, and to provide technical support for firms developing new tart cherry products.

#### **Michigan Nursery Plants – Market Needs and Research:**

The Michigan Nursery & Landscape Association, \$120,870.  
To research flowering shrubs to meet market needs and to develop landscape potential of Great Lakes native varieties.

*Continued...*

**Specialty Crops  
Block Grants by  
Commodity  
Awarded in FY02:**  
*Continued...*

**Increasing Vegetable Production:**

The Michigan State University Pickle & Pepper Research Council, \$102,997.

To research various components of cucumber growing, including water quality testing for fungus, treatment of fungus-infested soil and fungicide resistance monitoring.

**Blueberries – Health Benefits:**

The Michigan Blueberry Growers Association, \$76,819.

To educate consumers in the Great Lakes region on the health benefits of eating blueberries.

**Concord Grape Juice – Health Benefits:**

The National Grape Cooperative, Inc., \$56,700.

To research health benefits of Concord grape juice.

**Michigan Sod Promotion:**

The Michigan Sod Growers Association, \$53,400.

To exhibit at landscape trade shows and to promote Michigan sod in landscape trade publications.

**Asparagus Product Development:**

The Michigan Asparagus Advisory Board, \$52,500.

To develop an asparagus salsa product, produce fresh asparagus packaging and to develop a higher quality pickled asparagus product.

**Carrots – Market and Disease Research:**

The Michigan Carrot Industry Program, \$52,500.

To research new markets for Michigan-grown and processed carrots and to research disease prediction.

**Christmas Tree Promotion:**

The Michigan Christmas Tree Growers Association, \$50,000.

To create a promotional video on Michigan Christmas trees, purchase a trade show booth and to exhibit at trade shows.

**Onion Market Research:**

The Michigan Onion Committee, \$29,400.

To conduct market research to identify customers for prepared Michigan onions.

**Peach Outreach Materials:**

Michigan Peach Sponsors, \$27,300.

To create Michigan peach variety profile sheets and bulletins.

**Cut Flower Promotion:**

Great Lakes Glads, Inc., \$27,000.

To promote Michigan cut flowers.

**Celery Promotional Materials:**

The Michigan Celery Cooperative, \$8,471.

To create new promotional materials for Michigan grown celery.

**Radish Promotion:**

Miedema Farms, \$7,734.

To promote sliced radishes to the prepared salad industry.

**Pumkin and Squash**

**Promotional Materials:**

Gene Rhodes, The Pumpkin Man, \$6,310.

To advertise and to print pumpkin and squash promotional cookbooks.

**Fresh Cranberry Promotional Material:**

The Michigan Cranberry Council, \$5,000.

To produce promotional materials for fresh Michigan cranberries.

**New Era Brand Promotion:**

The New Era Canning Company, \$5,000.

To promote the New Era green bean label in local retail stores.

**Southwest Michigan Wine Trail  
Promotion:**

The Southwest Michigan Wine Trail Association, \$5,000.

To produce a promotional brochure on the vineyard and winery stops in Southwest Michigan.

**Farm Products Promotion:**

Ramey Farms, \$5,000.

To promote Michigan pumpkins, blueberries, sweet corn, peaches and strawberries through advertising and direct mail.

**Farm Products Promotion:**

Metzger Farms, \$5,000.

To promote Michigan pumpkins, sweet corn, tomatoes, cabbage and peppers through a produce booklet.

**Nursery Product Promotion:**

Walters Nursery, \$5,000.

To promote Michigan perennials and ground cover through a garden supply catalog and via the web and gardening magazines.

**Nursery Product Promotion:**

Rainbow Valley Gardens, \$5,000.

To promote Michigan perennials through new market channels.

**Pear Spirits Promotion:**

Black Star Farms, \$4,550.

To promote its Pear-in-the-Bottle and Spirit of Pear spirits.

**Leelanau Peninsula****Wine Trail Promotion:**

The Leelanau Peninsula

Vintners Association, \$2,500.

To produce a promotional brochure on the vineyard and winery stops along the Leelanau Peninsula.

**Nursery Product Promotion:**

Everlastings in the Wildwood, \$2,500.

To promote Michigan perennials through advertising and mailings.

**Julian-Stille Value-Added Agriculture Grants Awarded in FY02.****Apple Beverage Market Research:**

Michigan Apple Committee, DeWitt, \$47,500.

To conduct marketplace research for fermented and distilled Michigan apple beverages.

**Cherry Culinary Product Development:**

Leelanau Fruit Co., Suttons Bay, \$45,000.

To develop a brandied cherry product targeted to both the domestic and international baking industry.

**Category 1 - Marketing Research and Technical Assistance****Peonie Market Research:**

Great Lakes Glads, Inc., Bronson, \$41,500.

To conduct market research to determine the potential for flowering potted peonies.

**Balaton Tart Cherry Market Research:**

Michigan Cherry Committee, DeWitt, \$40,000.

To determine extended potential for a new Michigan Balaton tart cherry.

**Asparagus Product Development:**

Asparagus Enterprises, Inc., DeWitt, \$25,000.

To provide technical assistance for launch of new product line, "Chunky Asparagus Salsa."

**Wine Grape Grower &****Vintner Resource Manual:**

Michigan Grape and Wine Industry Council,

Lansing, \$30,000.

To develop web-based resource manual for existing and potential Michigan vintners and wineries.

**Great Lakes Wine Academy:**

Chateau Chantal, Old Mission Peninsula, \$20,000.

To develop a pilot "Great Lakes Wine Academy" to partner with local community college culinary school to teach consumers wine characteristics and pairing with foods.

**Re-Utilization of White Pine Mine:**

SubTerra, LLC, White Pine, \$15,000.

To conduct research on potential markets for re-utilizing the White Pine Mine as a biosecure growth chamber for plants.

**Balaton Tart Cherry Market Research:**

Cherry Marketing Institute, DeWitt, \$10,000.

To identify positioning strategies for high value, new Michigan Balaton tart cherries.

**Potato Hydration Plant:**

Michigan Potato Industry

Commission, DeWitt, \$10,000.

To conduct comprehensive research on the potential for a potato hydration plant.

**Cider Production Pilot:**

Uncle John's Cider Mill, St. Johns, \$2,500.

To provide technical assistance for the development of a pilot, small scale fermented apple beverage production facility.

**Category 2 - Business Plan Development****Bean Supply Chain Business Plan:**

21st Century Alliance of Michigan, Ubly, \$50,000.

To develop a business plan for an integrated and coordinated dry bean supply chain.

*Continued...*

**Julian-Stille Value-Added Agriculture Grants Awarded in FY02:**

*Continued...*

**Category 3 - Utilization of Innovative Technology**

**Cherry Processing – Improving Juice Yields:**

Great Lakes Packing Co., Kewadin, \$50,000.

To develop technology capable of recovering and recycling cherry juice lost in the pitting process.

**Cider Production – Migrating New Technologies:**

Michigan Apple Committee, DeWitt, \$50,000.

To apply technology for the production of fermented apple beverages.

**New Fresh Apple Products:**

Sills Farm Market, Lawrence, \$50,000.

To adapt technology to enable production of fresh cut apple slices.

**Connecting with Customers:**

Great Lakes Glads, Inc., Bronson, \$28,925.

To utilize software that will allow for partnerships with non-profit fund-raising organizations in the sale of flowering, potted peonies.

**Building a Better Wine Barrel:**

St. Julian Wine Co., Paw Paw, \$28,800.

To apply technology for the construction of wine barrels made of Michigan white oak.

**Category 4 - Land, Facility, Equipment or Infrastructure Development**

**Sweet Cherry Processing – Adding Capacity:**

Leelanau Fruit Co., Suttons Bay, \$75,000.

For the purchase of equipment and infrastructure to re-open the Buckley, MI sweet cherry processing facility.

**Fruit Juice Processing – Adding Capacity:**

Peterson Farms, Inc., Shelby, \$75,000.

For the purchase of state-of-the-art equipment to increase value-added fruit juice processing capacity.

**Fresh Blueberries – Improving Grading and Sorting:**

Stokes' Blueberry Farms and Nursery, Grand Junction, \$75,000.

To purchase equipment allowing for the grading and sorting of fresh blueberries.

**Asparagus Processing – Expansion and Renovation:**

Honee Bear Canning, Lawton, \$72,750.

To assist with the expansion and renovation of the company's fresh asparagus line.

**Fruit Processing and Packaging Expansion:**

Rocky Top Farms, Ellsworth, \$71,300.

For the expansion of the processing and packaging operations at the family fruit orchards.

**Nursery Production Facility:**

Great Lakes Glads, Inc., Bronson, \$56,250.

For the construction of a production facility for flowering, potted peonies.

**Mint Processing:**

Crosby Mint Farms, St. Johns, \$45,000.

To assist with improvements in mint processing.

**Dry Bean Bagging:**

JD Farms, Rogers City, \$37,500.

For the development and construction of a specialty, edible bean milling and bagging facility.

**Winery Expansion:**

Black Star Farms, Suttons Bay, \$33,000.

To expand the winery's distillery operations.

**Winery Processing Equipment:**

St. Julian Wine Co., Paw Paw, \$30,400.

For the purchase of fermenting processing equipment to produce premium wines from Michigan-grown red Vitis vinifera grapes.

**Organic Fruit and**

**Vegetable Juicing Equipment:**

Northern Michigan Natural Growers, LLC, Kaleva, \$24,575.

For the purchase of equipment to produce premium organic fresh pressed fruit and vegetable juices.

---

**MDA Divisions Programs.**

**Specialty Crop Promotion:**

MDA Fairs, Exhibitions & Racing Division, \$50,000.  
Specialty Crops Promotion at Michigan State Fair.

**Organic Products Act Certification and Registration:**

MDA Pesticide and Plant Pest Management Division, \$100,000.  
Organic Products Act Certification and Registration Program.

**Organic Food Products – Promotion and Marketing:**

MDA Agriculture Development Division and Cooperative Development Services, \$200,000.00.  
Promotion and Marketing of Michigan Organic Food Products.

**Michigan Local or Homegrown Food Products:**

MDA Agriculture Development Division, \$35,000.  
Procurement from Producers and Promotion of Michigan Local or Homegrown Food Products with Michigan Integrated Food and Farming Systems, Inc.