



7373 W. Saginaw Hwy. • Lansing, MI • 48909 • (800) 292-2680 • www.michfb.com

January 26, 2012

County Farm Bureau Presidents:

In 2011, Michigan Farm Bureau members achieved a significant policy objective with passage of MAEAP legislation. This was accomplished with strong statesmanship from member leaders. The legislation assured Michigan's commitment to MAEAP, and it's up to agriculture to make the most of this opportunity. As a leader, we need your help.

With more than 1,000 verifications on farms today, Michigan has set a goal of 5,000 verifications by the end of 2015. This is an ambitious goal that is achievable with your help. Michigan Farm Bureau is asking each county Farm Bureau to commit to achieving this goal.

Attached to this letter is a *MAEAP Pledge Form* for use with county Farm Bureau boards. We encourage using this tool to engage county Farm Bureau leaders in promoting the program. Maybe your county will select one or several of the suggestions, or create unique ways to promote MAEAP. **We ask that county Farm Bureaus return this pledge form by April 1, 2012** to the MFB Ag Ecology Department so we can link county Farm Bureaus with the information and materials needed to get the job done.

As we work toward the goal of 5,000 verifications, we encourage your county Farm Bureau to set a goal for new MAEAP verifications in the county. A goal of **2% of regular members per county, attaining MAEAP verification for the first time in 2012, will position Michigan to achieve this goal.** Attached is a list of county Farm Bureaus and a number that represents 2% of regular membership for that county. To encourage county Farm Bureaus to meet this goal, **Michigan Farm Bureau will reimburse 50% of the 2012 county Farm Bureau annual meeting meal cost, up to \$500, for top performing counties in each district through December 31, 2012.** Special awards are being developed for the very top producing counties in the State. More information on these incentives will be forthcoming in the weeks ahead.

Thank you for your leadership in getting this job done, and for your commitment to the success of Farm Bureau.

Sincerely,

A handwritten signature in cursive script that reads 'Wayne H. Wood'.

Wayne H. Wood, President
Michigan Farm Bureau