

# Getting to Know the Michigan Agriculture Environmental Assurance Program



# MAEAP History

- **1998** – Industry vision
- **December 7, 2000** – First Partnership Agreement Signed
- **2002** -First Livestock Verification
- **2003** -First Farmstead Verification
- **2005** -First Cropping Verification
- **March 2011**- MAEAP Legislation



# MAEAP Mission

To develop and implement a proactive environmental assurance program that targets all size Michigan farms and all commodities, ensuring that farmers are engaging in cost effective pollution prevention practices and working to comply with state and federal environmental regulations.



# How Does MAEAP Work?



Education



On Farm  
Risk  
Assessment



Third Party  
Verification



MAEAP  
Verified





# The Systems of MAEAP



Farmstead



Cropping



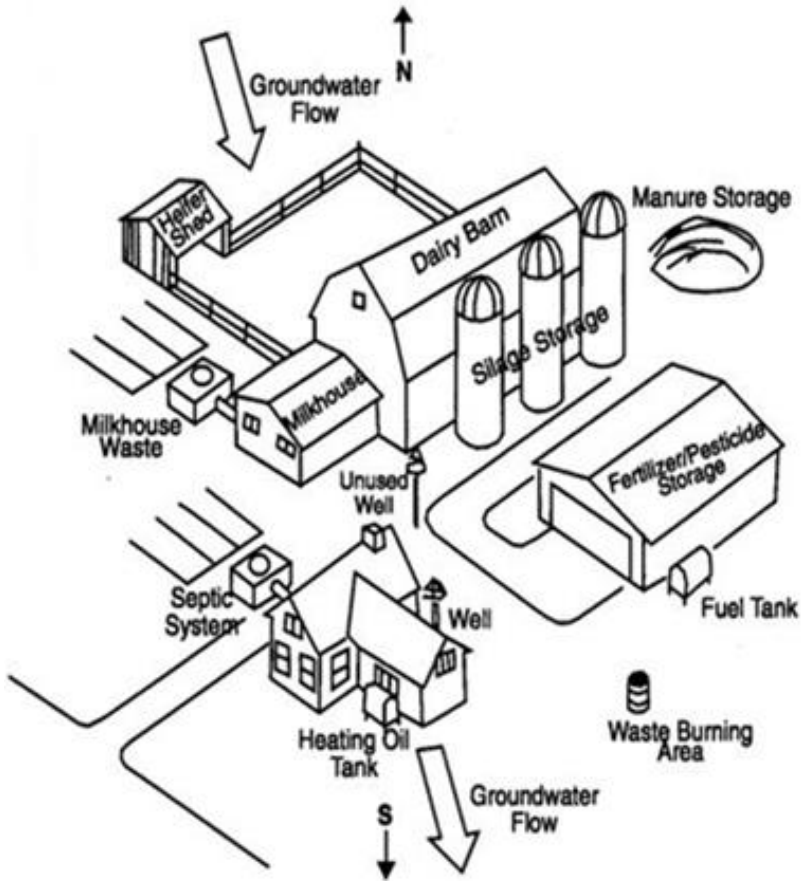
Livestock



Forest,  
Wetland and  
Habitat (FWH)



# What Does MAEAP Do?



# PA 1 & 2, 2011

## MAEAP codified in law

- Standards, Advisory Council, Ag Commission Role, Regional Assurance Teams, MOU with MDEQ & more.

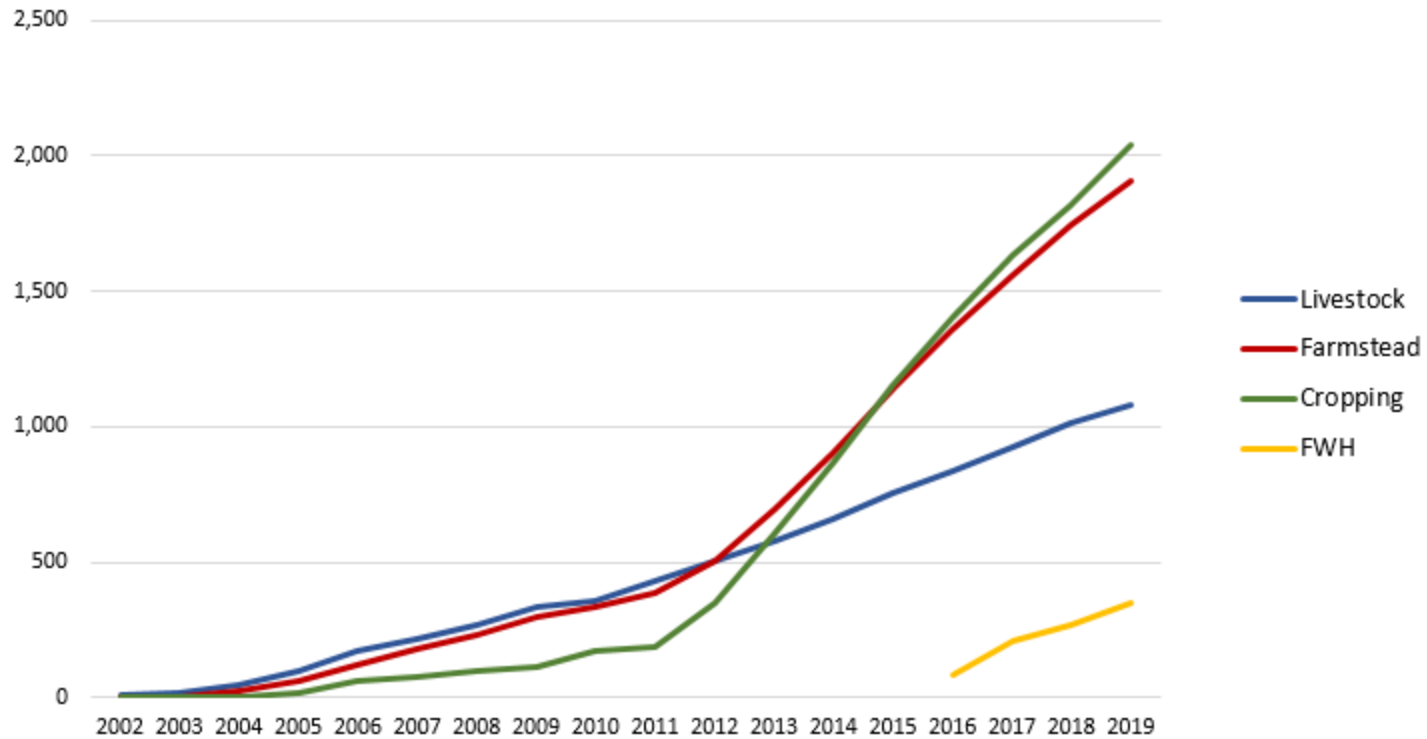
## Incentives in law

- Accidental discharge – No fines & penalties. (responsibility for notification/resource damage).
- TMDL- Farms verified in all applicable systems considered as meeting all required practices.
- Verified farms following standards & receiving defined rainfall with discharge considered nonpoint source discharge. Corrective action to avoid future discharge.



# New Verification Growth

## Cumulative New Verifications by System





# MAEAP efforts Statewide

	FY19 Verifications	FY18 Verifications	FY17 Verifications
<b>Practice Implementation</b>			
Acres of Conservation Tillage	129,440	135,303	56,670.60
Acres of Cover Crops	63,789	37,672	18,162.50
Acres of NMP/CNMP	282,335	216,209	109,997.85
Linear Feet Filter Strips	922,422	894,639	548,257.49
Total, Lbs/Year Phosphorus Reduction	673,535	547,049	283,487.00
Total, Tons/Year Sediment Reduction	414,714	318,337	163,526.23
Total, Lbs/Year Nitrogen Reduction	1,391,050	1,264,363	669,337



# MAEAP efforts in the WLEB

Practice Implementation	FY 19 Verifications	FY 18 Verifications	FY17 Verifications	FY16 Verifications	FY 15 Verifications	WLEB Sums FY15-19 (5 year)
Acres of Conservation Tillage	14,397	11,200	4,925	20,573	19,155	70,250
Acres of Cover Crops	11,480	2,318	1,671	6,480	5,542	27,491
Acres of NMP/CNMP	49,100	23,533	15,356	36,862	38,737	163,588
Linear Feet Filter Strips	285,627	99,122	128,327	112,712	267,023	892,451
Total, Lbs/Year Phosphorus Reduction	116,627	64,311	36,677	54,248	57,497	329,360
Total, Tons/Year Sediment Reduction	72,502	34,652	22,985	96,432	94,607	321,178
Total Lbs/Year Nitrogen Reduction	235,643	168,857	73,181	236,986	201,119	945,786



# Other MAEAP led WLEB efforts

- Grants
  - USDA-NRCS RCPP- \$16M to MI, OH, IN
    - Leveraged tech time for match
  - Erb Foundation 1- \$500K, WWtW, Farmer led
  - Erb Foundation 2- \$535K, WWtW, Young/Female and CCA focus
  - GLRI S.T.R.A.N.D.- \$765K- soil testing, precision application, economic analysis



# Other MAEAP led WLEB efforts

- Edge of Field Research (EoF)
  - MDARD/EGLE/MSU collaboration
  - \$1M investment by MAEAP/MDARD
  - 5 year initial with expectation to continue
  - Evaluating BMP efficacy as well as drainage control





# Other MAEAP led WLEB efforts

- Communications/Marketing
  - Water Words that work
    - Website revamp- [www.MAEAP.org](http://www.MAEAP.org)
    - All rework on promo pieces
    - Targeted promo mail pieces
    - MAEAP Minute radio spots on MAIN
    - Google/FB ads



# Program Challenges

- Dismal farm economy
- Continued program growth
  - Staffing
  - Resources
  - Demand for TA (outside WLEB)
- Reauthorization



# Michigan Farmers are Proud to be Recognized for their Stewardship!

