



State of Wisconsin
Governor Scott Walker

Department of Agriculture, Trade and Consumer Protection
Ben Brancel, Secretary

April 19, 2011

Ken Seguine
Hay River Pumpkin Seed Oil
N13859 250th Street
Prairie Farm, WI 54762

Dear Ken,

It is my great pleasure to invite you to join the Wisconsin Organic Agriculture Advisory Council as an organic business representative. The intent of the Organic Advisory Council is to bring together a diverse, forward-thinking group of organic farmers, businesses, consumers and others to provide leadership and vision for organic agriculture's future in Wisconsin.

In 2004, then-Secretary Rod Nilsestuen convened the original Organic Task Force under the direction set by Governor Doyle, for Wisconsin to "lead the nation in organic agriculture." That group developed a set of recommendations whose implementation is intended elevate Wisconsin to first place nationally in organic production and processing. I have enclosed a copy of that document for you to review, in addition to other background materials.

The permanent Organic Advisory Council was one of four key recommendations of the original Task Force. Its purpose is to counsel the Secretary of Agriculture, the Governor, the Legislature, and other state agencies on actions that will further the organic industry in the state. In conjunction with the Advisory Council, we have convened an Interagency Implementation Team who work closely with the council to support the industry through their respective agencies.

You were selected for your depth and breadth of knowledge of your area of specialization and for your capacity to network and communicate with your peers. We look forward to working with you to assess the status of the organic sector, develop goals and benchmarks, and help grow an already vibrant organic agriculture community in Wisconsin.

The council meets three to four times a year, usually here in Madison, however the next meeting will be on July 25th at Organic Valley Headquarters in LaFarge (more information to follow). Your term will be three years with opportunities for renewal, which we've found provides for both continuity and 'new blood' each year. While you will be reimbursed for mileage and other expenses, this is an unpaid position. If you are willing and able to serve, please let me know by phone or email. We are grateful for your willingness to contribute to this exciting effort.

Sincerely,

Laura Paine
Grazing and Organic Agriculture Specialist
608-224-5120
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