



June 1, 2011

EMS Producer Innovators

Subject: Green Tier for Innovation Grant Participants

Dear Producer Innovators:

Your participation in the development and implementation of performance-based approaches to environmental management on the farm is a testament to the strength of the land ethic in Wisconsin. You have done the hard work, building and implementing an Environmental Management System. Now, we work together to build additional value for your operation through branding, recognition and flexibility.

We are extremely pleased to have had the opportunity to work with you and are gratified by the results that you have not only achieved but also the ongoing commitments that you are pursuing. We would very much like to find ways to continue our working relationship, highlight the successes that you have experienced and share your experiences with other producers. We also would like to make sure that your leadership and innovation is properly recognized.

We hope that you will consider participating in Wisconsin's nationally recognized Green Tier program. Green Tier is about creating the ideal state for growing a green bottom line. You would be affiliated with like-minded businesses committed to becoming a powerful, sustainable force for environmental good that also increases profitability. There is an important story to tell and we know that we can strengthen working relationships through this program. Strength for the program comes from the diversity, creativity and openness of the participants.

We know that you are going into a very busy part of your business year. We are prepared to work with you and adjust to your schedule in order to find ways to make participation in the Green Tier program easy for you. Green Tier operates under the motto, "advantage business – advantage environment." Please consider being a part of the growing number of businesses doing well by doing good. Please feel free to contact me directly (608) 267-3125 or [mark.mcdermid@wisconsin.gov](mailto:mark.mcdermid@wisconsin.gov) or work through Validus by contacting Keri Retallick at [retallick@validusservices.com](mailto:retallick@validusservices.com) or (608) 723-4377 to become a part of the Green Tier Program.

Sincerely,

A handwritten signature in cursive script that reads 'Mark McDermid'.

Mark McDermid, Bureau Director  
Cooperative Environmental Assistance