



## NEWS RELEASE

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**SUBJECT:** **Jon-De Farm to Participate in Green Tier Program**

**BALDWIN** – Jon-De Farm, Inc. is making America’s Dairyland a little bit greener with its acceptance into Green Tier, Wisconsin’s innovative program for organizations who voluntarily pledge to go beyond environmental compliance in their operations.

Representatives of the Department of Natural Resources (DNR), including West Central Region Director Scott Humrickhouse, welcomed Jon-De Farm into Green Tier with a celebration today at the Baldwin farm’s annual community picnic. Jon-De Farm is the second dairy farm to participate in Green Tier, joining Holsum Dairies, LLC of Hilbert, Wis., and was also one of the first dairy farms in Wisconsin to form an environmental management system to the standards of the International Organization for Standardization (ISO).

As a Green Tier participant, Jon-De Farm has committed to managing its runoff and nutrient placement, conserving soil, improving training for the use of toxic chemicals, and to revising biosecurity protocols to prevent the spread of pathogens between animals, employees and the public. Jon-De Farm is also exploring new avenues of environmental performance, including new recycling opportunities and the potential for an anaerobic digester to capture energy from cow manure.

“Wisconsin should be proud of Jon-De Farm’s steps toward environmental excellence,” said DNR Secretary Scott Hassett. “Dairy farms are a Wisconsin icon. As our dairy industry faces an increasingly competitive marketplace, it’s exciting to see dairy farms such as Jon-De show that Wisconsin will continue making exceptional dairy products while pursuing superior environmental performance.”

Green Tier was signed into law in 2004 to encourage a collaborative approach to environmental performance between the DNR and Wisconsin businesses. As part of Green Tier, Wisconsin organizations voluntarily commit to reducing their environmental footprint by developing proactive management strategies. These plans act as a roadmap, presenting organizations the opportunity to adopt new technologies and practices to continually improve their environmental performance.

Jon-De Farm is a Tier 1 member of Green Tier. In exchange for their investment in the management system and commitment to enhance environmental performance, DNR provides Tier 1 participants with a single point of contact to improve communications with the department, the use of the Green Tier logo in marketing, and annual public recognition of their environmental accomplishments.

“Our participation in the Green Tier Program has given our operation the tools needed to strengthen our environmental management system,” said Liz Doornink of Jon-De Farm. “It is our desire to continue to implement new ideas, technology and practices in order to make our farm a safe and environmentally friendly business in our community.”

Beyond its own participation in Green Tier, Jon-De Farm helped draft a charter agreement between DNR and the Wisconsin Dairy Business Association. Jon-De Farm and other WDBA members provided input during charter negotiations, and thus helped forge a draft agreement that could lead other Wisconsin dairies toward achieving superior environmental performance.

DNR is accepting public comments on this draft charter through September 7, 2007.

In Green Tier’s spirit of collaboration, Jon-De Farm is also engaging the community. Semiannual newsletters to neighbors detail the farm’s plan for field work and offer to work around neighbors’ events such as outdoor parties. Jon-De Farm hosts regular tours and a community picnic every August, and greets people who move into the area with welcome packages and tours.

For more information on Green Tier and Jon-De Farm, visit DNR’s Green Tier web page at <http://greentier.wi.gov>