

MICHIGAN ASPARAGUS ADVISORY BOARD
September 24, 2025

Virtual Meeting

Members Present: Sarah Greiner, Jordon Walsworth, Bill Schwass, Gerrit Herrygers, Steve Riley, Kevin Burmeister, Nick Oomens, Scott Hassle and Jeremy Shank

Members Absent: none

Staff Present: Jamie Clover Adams, Executive Director; Joy McDevitt, Accountant & Office Administrator

See Exhibit A for additional attendees.

Call to Order

Chair Sarah Greiner called the meeting to order at 8:01 AM

Market Feasibility Study Update

Jamie referenced the handout mailed to Board members prior to the meeting highlighting the five most promising categories for asparagus as identified by Circana; which are:

1. Baby Food – Jamie has done some follow up and noted that the baby food industry is primarily organic, which would not be a good fit for asparagus. She has reached out to one potential (non-organic) company.
2. Dog Food – This could be as an ingredient in a pet food or potentially as an add on treat to the pet food. She has reached out to two possible companies.
3. RFG Juices – She has reached out to two possible companies.
4. Supplements – She has made contact with two possible companies.
5. RFG Entrees – Still looking into contacts. Will be meeting with someone in the food industry that may provide insight as to how to approach companies in this category.

The Circana report ranked the categories based on entry feasibility as well as identifying the market size and possible entry issues. Jamie has focused on the nutrient and fiber attributes in reaching out to companies and continues to work on contacts.

There was discussion about making funds available to companies interested in exploring the addition of asparagus in their products. Jamie referenced the balance sheet handout - as of August 31, 2025, our cash accounts were \$702,824. Having spoken to other commodity groups which have done similar work, she proposes making up to \$20,000 available to those companies interested in evaluating the use of asparagus in their products. Discussion followed as to whether this was enough and if companies would be willing to purchase asparagus for their trials.

Motion: Motion by Scott Hassle, supported by Gerrit Herrygers, to approve up to \$100,000 for use by companies to evaluate asparagus in their products, limited to \$20,000 per company, subject to the Executive Director's discretion for any additional amounts. **Vote:** All ayes, motion carried.

Public Comment

No public comments were offered.

Other Business

No other business.

Jamie reminded all that the next meeting is on December 8, 2025 at 1:30 pm at the Amway prior to the Great Lakes Expo.

Adjournment

Hearing no further business, Chair Sarah Greiner adjourned the meeting.

Respectfully submitted,

Jamie Clover Adams
Executive Director

Exhibit A – Attendees

Stevie Gillespie	MDARD
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