



FOR IMMEDIATE RELEASE
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WISCONSIN RAPIDS, Wis. – *Tom Lochner, executive director of the Wisconsin State Cranberry Growers Association (WSCGA), today released the following statement in response to the May 1, 2013, announcement of the U.S. Department of Agriculture’s plans to purchase cranberry juice concentrate for domestic food nutrition assistance programs. The purchase will be made via the USDA’s Section 32 program, which authorizes the Secretary of Agriculture to purchase surplus foods from U.S. farmers. Purchases are funded from tariffs (import duties collected from customs receipts).*

“The Wisconsin State Cranberry Growers Association appreciates the efforts made by many federal government leaders to make this purchase of cranberry concentrate possible. We want to especially thank Wisconsin’s delegation of U.S. Senator Tammy Baldwin and U.S. Congressmen Reid Ribble, Sean Duffy, Tom Petri, and Ron Kind for their support of cranberry growers everywhere, and especially in Wisconsin.

“Cranberries are a healthy fruit high in Vitamin C and anti-oxidants and this is a great way to introduce more fruit into our nation’s school and other food assistance programs. The USDA’s purchase will also assist cranberry growers nationwide, as they face an oversupply of their crop. This is a win-win situation for everyone.

“Wisconsin growers produce the majority of the world’s cranberry crop, making this a key issue in the Badger state.

“Growers had an exceptionally successful harvest this past year and faced greater competition from Canadian cranberry growers, resulting in the oversupply. We are working hard on our marketing efforts to increase the demand for cranberries but we are very thankful that in the short-term, our fruit can be incorporated into the government’s nutrition assistance programs.”

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