



**FOR IMMEDIATE RELEASE**  
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**FOR MORE INFORMATION:**  
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**WI CRANBERRY GROWERS APPRECIATE STATEWIDE DROUGHT  
EMERGENCY DECLARATION**

*Tom Lochner, executive director of the Wisconsin State Cranberry Growers Association (WSCGA), today released the following statement in response to Governor Doyle's declaration of a statewide drought emergency on Tuesday, August 14, 2007. The Governor's Executive Order 208 will help Wisconsin cranberry farmers deal with this very severe drought.*

“Governor Doyle’s recognition and action to alleviate the impacts of this severe drought are sincerely appreciated by Wisconsin’s cranberry farmers. We especially appreciate the Governor’s commitment through Executive Order 208 ‘...to do everything we can to help our farmers get through this drought emergency.’

“This is a significant step because virtually all of Wisconsin’s cranberry farms are within the drought declared 52-county area of Wisconsin that has soil moisture losses of 70% or more. We are also fast approaching an especially water-critical time in the cranberry growing cycle. In the upcoming days and weeks, water is needed to protect the growing crop from frost (by spraying of water) as nighttime temperatures in low-lying marshes rapidly approach the freezing point. That is followed by our need for water to flood the cranberry marshes to allow for harvest of the crop in late September. Additionally, we need water to put on a “winter flood” that freezes the cranberry beds and provides protection of the plants during winter.

“The drought has put some of our farmers at great risk of losing their entire crop in a few weeks if they cannot get immediate access to water and this action by the Governor is a great aid to these farmers.”

Editor’s Note:

Wisconsin cranberry growers produce 57 percent of the nation’s cranberries.