

From the President
Steve Gortner

Once again, we come to the time of year we all look forward to, but not without a little anxiety. One of the things we all are dealing with is the shortage of help. People are not available at our cost and most certainly the quality of help has gone down over the years.

I recently traveled to Cheever along with others from the public industry to visit another public manufacturer who is employing refugees from Somalia. Cheever has a significant population of refugees. Although they have a work ethic, there was much hand-holding

in training and working through the language barrier along with the expense we have all experienced in bringing new people on board.

The one thing I think we have all come to realize is that we try to take good care of the team members we do have and try to make working conditions safe and feel like we care. So that, as with most issues there are no quick solutions. We have a good crop coming in and we are all looking forward to getting to the other side. As always, the harvest brings an additional stress and very long hours.

From the Executive Director
Tom Lochner

Cranberry harvest is in full swing and early indications are that Wisconsin will have a good crop, approaching the 3.8 million barrel mark projected by the CMC. In talking with growers, there are concerns about color and field wet with the rains and wet weather. The long-term weather forecasts as of the morning show a cooling and return to more seasonal temperatures for the first two weeks in October.

As we have learned growers, WSCGA has joined as a party to a lawsuit brought against the Wisconsin DNR by a group of lake owners in Northern Wisconsin. The case is important to cranberry growers across the country

because the plaintiffs seek to have cranberry farms declared as a point source of pollution.

This is of grave concern because if they are successful all growers in the US would be required to obtain discharge permits from DNR, similar to those required of industries and municipal waste water treatment plants. The cost of obtaining and complying with permit reporting and monitoring conditions would be astronomical.

We strongly believe that the Clean Water Act clearly defines "point water discharge" and cranberry farms does not constitute "agriculture" as a nonpoint source. There is no doubt that cranberries are not

agriculture and therefore agriculture is exempt source by both EPA and Wisconsin DNR.

The State of Wisconsin is or to a strong defense in the court will provide representation to Wisconsin growers, but our South American Grower this issue will be the key not success. Helping to fund the appearance would be astronomical, but all including staff. Contact WSCGA members as well as the organization to keep you updated on this.

Have a safe and

Wisconsin State Cranberry Growers Association

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WISCONSIN STATE CRANBERRY GROWERS Association

Associate Membership Information

November 1, 2018 - October 31, 2019

Wisconsin State Cranberry Growers Association

The Wisconsin State Cranberry Growers Association (WSCGA) is a member-based organization designed to cultivate Wisconsin's cranberry industry and support its growers through useful educational resources, responsible environmental stewardship, sound governmental policies and effective public communications.

Founded in 1887 to serve the needs of the state's cranberry growers, WSCGA is committed to developing and implementing programs that assist growers in doing a better job of growing cranberries and strengthening public support for cranberry growing in Wisconsin. The state leads the nation in cranberry production, supplying 60 percent of the nation's cranberry crop.

We appreciate your WSCGA membership renewal—thank you for your continuing support!

WSCGA Associate Membership

Any non-fruit-producing individual, firm, institution or organization may become an Associate member. The Association offers two membership levels—Basic and Premium. Basic membership is available to all new and renewing members. Premium membership is available to those members that have accumulated 5+ years of continuous membership. The membership benefit year follows the fiscal year of the WSCGA, November 1st through October 31st.

Basic Associate Membership Benefits

- Secure access to the WSCGA member website
- Free subscription to the Association's monthly newsletter— the WSCGA News
- Grower-Direct Outreach: One opportunity included at no charge, 3 additional available for \$50/ea.
- Access to Member Logo Program
- Associate Member Directory: free listing and web link on the WSCGA website
- Opportunity to display at WSCGA Trade Shows:
 - Summer Trade Show: held annually in early August with indoor and outdoor exhibiting options. Each year the event is hosted by a different grower member at their cranberry marsh
 - Winter Trade Show: held annually in mid-January with exhibit and sponsorship opportunities
 - Exhibit fees charge separately from membership fee
- Advertising opportunities:
 - Buyer's Guide: annual directory of the WSCGA Associate Members
 - Program Book: annual publication highlighting the Summer Field Day host marsh
 - WSCGA News: monthly publication with a print distribution of 150 and a digital distribution of 725
- Three free company listings in the Buyer's Guide
- New members receive introduction article in the WSCGA News

Premium Associate Membership Benefits

- Access to all Basic-level benefits listed at left, in addition to:
 - Advance registration options for annual Winter Trade Show
 - Unlimited listings in the Buyer's Guide
 - Four Grower-Direct Outreach opportunities included at no additional cost
 - Vendor Corner: paid editorial opportunity in the WSCGA News
- Associate Members with 5+ years of continuous membership are eligible for Premium Membership
- Consider Premium Membership to maximize your WSCGA membership benefits & become a primary supporter of the cranberry industry in Wisconsin.

The WSCGA Associate Member Committee advises the WSCGA Board on ways to provide better service and programs for Associate members. That committee has developed these programs and services to meet your needs.

Feel free to contact us with any questions.