



Dear Wisconsin cranberry grower,

We want to thank all of you for your support this past year as a member of the WSCGA and would encourage you to continue that support in 2019. We know that this may be a difficult decision for some of you based on the current economy that we as growers face. We are all looking at reducing our costs; but investment in your growers' Association is not an area that we believe should be considered.

Your investment pays dividends and we believe many of us would not be in business in Wisconsin if not for WSCGA. We would ask you to stop and think a moment about that statement.

WSCGA works to bring all growers together to address important issues. Through the WSCGA, cranberry growers have worked together to achieve a number of success. We do however face challenges in the future related to water quality and water use. This issue is highlighted by Governor Evers calling 2019 the Year of Clean Drinking Water and Speaker Vos appointing a Water Quality Task Force to make recommendations for legislation and rules to address water quality problems in the state.

This past year we have asked you to assist us in reviewing our programs and addressing issues and programs important to you. As a result we have adopted a number of strategic initiatives based on your feedback. We have made changes to our Public Relations, Education and Public Policy programs to implement those initiatives. We are looking at staff structure to further implement changes needed to make WSCGA more effective in meeting your needs.

We have listened to you and we are directing resources to the areas you identified as priorities. Now we need you to help us by supporting the WSCGA through payment of your dues and offering to participate in the development of programs and their execution.

We have long recognized that Wisconsin cranberry growers are successful when we all work together. WSCGA provides the organization for us to do that. We ask that you continue to support our efforts as members of the Association.

We are happy to talk with you about your concerns and how we can secure your ongoing support. We are planning to conduct area meetings to meet with all growers to discuss priorities and grower needs.

WSCGA Board of Directors,

Tyler Walker (President)	715-323-3346
Steven Bartling (Vice-President)	715-892-4893
Rocky Biegel (Secretary)	715-213-1008
Jenna Van Wychen (Treasurer)	715-579-1001
Mike Bretl	715-421-9818
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WSCGA Program Areas

Strategic Planning

The WSCGA led a yearlong planning effort with the Wisconsin Cranberry Board, Inc. and the Wisconsin Cranberry Research and Education Foundation. The objectives of the process were to identify grower needs for programs and services, evaluate the core mission of each organization and develop specific strategies and plans to meet those needs while conserving resources, coordinating programs and enhancing cooperation between the three groups to enable them to meet their mission.

Public Policy Representation

WSCGA retains legislative counsel to monitor issues in Madison that can affect cranberry growers. WSCGA works with members of the Legislature and State Agencies to represent cranberry grower interests.

Successes

- WSCGA's top priority is to protect grower rights to access surface water without State or Federal permits.
- WSCGA's aggressive participation in settlement of a lawsuit that would have defined cranberry farming as a point source of pollution under the Clean Water Act, which would require growers to obtain discharge permits along with onerous and expensive regulatory requirements.
- WSCGA through its Legislative Counsel team monitors the Legislative and regulatory process to address issues BEFORE they become an issue. Through relationship building, communication and solid information WSCGA meets with agency personnel and legislators to educate them on cranberry grower needs. WSCGA is well respected at the State Capitol for being an effective organization which represents its members' interests
- WSCGA conducts Legislative Days with growers and other farm organizations to take our messages to agencies and members of the Legislature.
- WSCGA worked to develop a program to protect grower activities in floodplains from additional regulation by Counties, DNR and FEMA.
- WSCGA is working on issues relating to drainage law, wetlands, groundwater and high capacity wells, road weights and permits, among others.
- WSCGA worked with DNR to secure 100% cost share for growers for abatement practices to protect farms from damage by elk.
- Represented grower interests in the development of a Pollinator Protection Plan for Wisconsin to make sure it recognizes the needs of cranberry farming

Challenges

- Continued challenges to farmers as they conduct their business under generally accepted farming practices.
- Implementation of Total Maximum Daily Loads (TMDL) on impaired waterways including the Wisconsin River Basin.
- Maintaining registration for crop control tools as EPA continues to look at canceling registrations for important tools such as Lorsban, Bravo, the class of neonics, Sevin, and others.



Communications

Successes

- Developed a branding program to promote products made with Wisconsin Cranberries
- Implemented a communications program to raise awareness among consumers about the important health benefits of cranberries.
- Conducted multiple, in store and event sampling activities to promote Wisconsin cranberries.
- Partnered with The Milwaukee Brewer Radio Network to promote Wisconsin Cranberries in the Milwaukee Metro area
- Developed partnerships with the Green Bay Packers, UW Badger Sports and the American Birkebeiner to conduct sampling and promotion at numerous events.
- Issued news releases and press statements on the industry and issues to develop a positive image for cranberry growing in Wisconsin.
- Conducted aggressive communication plan on social media to promote cranberries and consumption.

Education

Successes

- Conducted annual Wisconsin Cranberry School, Trade Show and Winter Meeting
- Conducted Spring Mini Clinics to educate growers on latest chemical registrations, observations from the field, research efforts and new management practices to help growers be as efficient and low cost producers as possible.
- Conducted safety seminars and respirator fit testing for growers.
- Conducted Summer Meeting, Field Day and Trade Show which included 59 exhibitors and mini clinics on field trials and management practices.
- Publication of monthly WSCGA NEWS to provide up to date information on all issues and activities in the Wisconsin Cranberry industry.
- Completed the Fourth Leadership Development Program in conjunction with WCB and WCREF to provide individuals in the class with skills and tools to step into leadership roles in the industry and their community.
- Conducted Nutrient Management Planning Training in spring to qualify growers to write their own plans to meet state requirements.