



Dear Wisconsin Cranberry Grower,

We would like to extend an invitation to you to become a member of the Wisconsin State Cranberry Growers Association. WSCGA is a grower-member driven organization and our programs rely on the support of growers like you. Won't you consider investing in your growers association today?

We all understand that the industry is in unprecedented times. Market uncertainties, low grower returns, new challenges on our product and our growing practices have led to the need for GROWERS to step up and work together on common issues. The only organization that has a track record of success in uniting growers is the WSCGA. The only organization that has the welfare of Wisconsin Cranberry Growers as its core mission is the WSCGA. The first organization grower's call for assistance is the WSCGA. The first group policy makers and elected officials call for input on issues related to cranberry growing is the WSCGA.

In 2019, the WSCGA worked with our grower members, USDA Farm Service Agency as well as members of the Wisconsin Congressional delegation to secure payments for growers as part of the Market Facilitation Program. The program payments were secured to mitigate the impacts of the retaliatory tariffs on cranberries that came about as part of the trade dispute with the EU and China. WSCGA led this effort and was the only group to put resources to securing the \$641 per acre payment. As a result, Wisconsin growers were able to receive payments of up to a maximum of \$250,000 per farm.

The next year will continue to provide challenges for us. You can however be confident that with your support, we will be able to provide you with the representation and programs you need to be successful. Without it we will be limited in our ability to serve the Wisconsin Cranberry Grower.

We recognize that all the investments you make are under close scrutiny. We strongly believe that the return on your investment in WSCGA more than pays for itself. The MFP payment alone will cover your dues for almost 30 years. We would ask that you invest a portion of that payment in the WSCGA to help us continue to represent you during these difficult times.

A membership form is enclosed.

We look forward to welcoming you as a member and serving you during the next year. We also appreciate hearing your concerns.

Sincerely,

WSCGA Board of Directors

*Tyler Walker, President,
Steven Bartling, Vice President
Rocky Biegel, Secretary
Jenna Van Wychen, Treasurer
Mike Bretl
Tom Gardner
Mark Mahoney
Karl Pippenger
Rusty Schultz*

The WSCGA mission is to enable the cranberry industry in Wisconsin to prosper through the provision of grower information, responsible environmental stewardship, sound governmental policies and effective public communications.



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. The Board adopted the plan and each of the organization is now implementing it.

Public Policy Representation

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

Successes

- Secured MFP payments of \$641 per acre for cranberry growers
- Secured additional funding in support of the USDA ARS Cranberry Research Program in Wisconsin
- 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. WSCCGA 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 especially as it relates to water use, quantity and quality.
- 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 event sampling activities to promote Wisconsin cranberries.
- 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.
- As part of staff restructuring to implement the strategic plan, the Board secured funds to create a Public Education and Communications Manager position to move communication activities in house and save resources.

Education

Successes

- As part of staff restructuring to implement the strategic plan, the Board created a Member Education and Communications manager position to coordinate membership education programs.
- 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 Pesticide Awareness Workshop and provided 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.
- Initiated the fifth Cranberry 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.