

## WSCGA Mission

*To enable the cranberry industry to prosper through the provision of grower information, responsible environmental stewardship, sound governmental policies, and effective public communications.*

WSCGA is organized as a non-profit, non-stock corporation, governed by a nine-member Board of Directors. The Board is advised by a number of committees and working groups on topics ranging from Public Policy to Promotion, Grower, and Public Education. The Association employs professional staff and consultants. The Board, committees, staff, and consultants work together as a team to develop and implement programs and policy for the organization.

### 2016 WSCGA Board of Directors

Tom Gardner, President  
Tyler Walker, Vice President  
John Stauner, Secretary  
Karl Pippenger, Treasurer  
David Amundson  
Steven Bartling  
Nicole Hansen  
Mark Mahoney  
Carl Salzwedel

## Wisconsin State Cranberry Growers Association

Executive Director—Tom Lochner  
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*Any cranberry grower with planted acreage in Wisconsin is eligible for Grower Membership.*

*Please contact the WSCGA for a membership form.*



## Grower Membership Information

**November 1, 2016 - October 31, 2017**

## **Public Policy Representation—Successes**

- WSCGA top priority is to protect grower rights to access surface water, without State or Federal permits.
- Aggressive partition in lawsuit that seeks to have cranberry farming to be defined 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 representing 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, groundwater and high capacity wells, road weights and permits, among others.
- Worked with growers to secure 100% cost share for growers on 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

## **Public Policy Representation - 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, the class of neonics, Sevin, Lorsban 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 across the state
- Developed partnerships with the Green Bay Packers, UW Badger Sports and the American Birkebeiner to conduct sampling and promotion at numerous events.
- Issued numerous releases on the industry 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 Summer Meeting, Field Day and Trade Show which included over 85 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 Third 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.



**WISCONSIN STATE  
CRANBERRY  
GROWERS**  
— Association —