



## **Wisconsin Cranberry Board, Inc. Adopts Budget, Approves Funding**

The Wisconsin Cranberry Board, Inc. (WCB) met on April 2, 2009 to act on proposals submitted for funding. The proposals included projects for Crop Research, Education and Promotion and Health Related Research. Requests to the WCB exceeded \$1,201,745. Eventually project funding of \$436,504 was approved.

The projects receiving support from the WCB and other funding partners are listed below.

### **Crop Research**

#### **Jed Colquhoun, UW-Madison**

- Cranberry Pest Management Program - \$50,000  
(Cranberry Institute will provide \$30,000)
- Cranberry Production for a Sustainable Future- \$30,000

#### **Brent McCown, UW- Madison**

- Breeding Cranberries for High Yields - \$10,750, (Ocean Spray Cranberries, HyRed Licensing fees and The Gottschalk Endowed Chair will provide additional funding)

#### **Daniel Mahr, UW-Madison**

- Assessing Biological Impacts of IPM Adoption - \$49,874

#### **Patricia McManus, UW-Madison**

- Cranberry Fruit Rot in New and Established Plantings - \$45,000

#### **Jayne Sojka**

- Validation of Degree Day Model for Cranberry Tipworm - \$12,500

### **Annual Education and Promotion Programs**

#### **Matthew P. Lippert, Wood County Extension**

- Wisconsin Cranberry Crop Management Newsletter, Vol. XXII - \$1,600 (Ocean Spray Cranberries, Cliffstar Corporation, Clement Pappas and UWEX are providing additional support)

#### **Cranberry Museum, Inc.**

- Wisconsin Cranberry Discovery Center Operations and Promotions - \$15,000
- Wetherby Cranberry Library Project - \$7,880

### **Wisconsin Cranberry Research & Education Foundation**

- 2010 Wisconsin Cranberry School - \$7,500

### **Wisconsin State Cranberry Growers Association**

- Cranberry Weather Forecasts - \$7,150
- General & On-going Communications Programs - \$49,000
- Milwaukee Brewers Radio Network - \$28,000
- Wisconsin State Fair Booth Promotion Program - \$15,000
- Brochure Printing- \$2,750
- Stock Photos - \$3,000
- Product Sample Packets - \$1,500

### **Health Related Research Proposals**

#### **Jess D. Reed, University of Wisconsin-Madison**

- Cranberry Proanthocyanidins and Gut Health: Integrated Cranberry Research at UW-Madison - \$75,000

#### **Dr. Walter Hopkins, University of Wisconsin - Madison**

- Cranberry Proanthocyanidin Inhibition of *Escherichia coli* Invasion of Prostate and Intestinal Epithelial Cells in Vitros - \$25,000 (USDA Cranberry Marketing Committee will provide an additional \$7,835)

The Wisconsin Cranberry Board, Inc. administers the State's Cranberry Marketing Order. Under the Order growers are assessed ten cents per barrel of fruit sold. Proceeds are used to fund research, education and promotion activities for the state's largest fruit crop.