



Growing Wisconsin Cranberries, *Growing Wisconsin's Economy*

Industry Leader –

- In 2007, Wisconsin produced more than 3.75 million barrels of cranberries, representing nearly 60 percent of the nation's crop and securing Wisconsin as the No. 1 cranberry producer in the United States for the 13th consecutive year.
- Wisconsin cranberry marshes yield more cranberries per acre than any other state that grows the tangy, tart berry. **In fact, over the last five years Wisconsin produced 28 percent higher yields than the national average bringing in an estimated 46 more barrels of cranberries per acre.** This Wisconsin success is attributed to higher-yield varieties on new acreage, more effective pest and disease control, and improved management.
- More than 250 growers produce cranberries on approximately 18,000 acres of land throughout 19 Wisconsin counties in central and northern Wisconsin. In the 1990s, Wisconsin experienced an increase in cranberry marsh plantings due to market demands. However, since 2002, harvested acreage has remained stable.
- Cranberries are Wisconsin's largest fruit industry in both value and size. **In 2007, cranberry growers accounted for more than 80 percent of cash receipts to Wisconsin's fruit growers totaling nearly \$160 million in farm value.**
- **The cranberry industry in Wisconsin supports about 17 fruit processing facilities and receiving stations, 20 cranberry-focused retail and tourism businesses, and more than 175 industry businesses, including fertilizer suppliers, equipment, implements, pollination companies and more.**

Economic Force –

- The cranberry industry has experienced increased exports of the berry to Western and Eastern Europe, the United Kingdom, Australia, Germany, South Korea, Japan and China. **Cranberry exports have increased from less than 10 percent of the crop to nearly 30 percent in the past 10 years.** The development of products like sweetened-dried cranberries and more juices, and new found health benefits of the berry have created increased demand for cranberries in the domestic market as well.
- According to crop experts and domestic and international marketers, the cranberry industry, **in order to meet market demand in the next five to 10 years, needs to supply an additional 5,000 acres of cranberry production.** This outlook provides Wisconsin's cranberry industry the opportunity to further expand its cranberry production and operations to help meet the high demand.
- Currently, Wisconsin's cranberry industry contributes nearly \$350 million annually to the state's economy and supports approximately 7,200 jobs. If Wisconsin's cranberry growers expand cranberry-producing acreage by 1,000 acres, an initial investment for growers of approximately \$30-\$50 million, the acreage would create approximately \$15 million in additional industrial output for the state annually and more than 223 jobs in the industry and beyond. **If Wisconsin capitalized on the opportunity and expanded its plantings by 5,000 acres, that contribution in cranberry production alone would add \$75 million annually to the economy and 1,115 jobs.** Moreover, these numbers are conservative and **do not** account for the added processing activity associated with expanded production, which would raise the economic impact even more.
- Expanded cranberry production in the state would also increase the state tax revenue. If Wisconsin added 1,000 acres of cranberry vines, the expansion would increase annual tax receipts by more than \$815,000, which includes not only taxes paid by marsh owners but also taxes paid by businesses and employees impacted by the expansion. This does not include property taxes paid to support our local schools.
- The approval, permitting and development process for a new cranberry marsh can last several years. Even more, once a cranberry marsh is developed, it can take up to three years before commercial yields can be harvested from the new vines, making it vital to develop increased acreage early to help meet the increased demand forecasted for the next five to 10 years.