



Wisconsin Cranberry Board, Inc. Adopts Budget, Approves Funding

The Wisconsin Cranberry Board, Inc. (WCB) met on March 27, 2008 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 \$903,000. Eventually funding of \$399,938 was approved.

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

Crop Research

Jed Colquhoun, UW-Madison

- Pesticide Screening for Cranberries - \$60,942, (Cranberry Institute will provide \$20,000)
- Cranberry Weeds of Wisconsin - \$11,000

Brent McCown, UW- Madison

- Breeding Cranberries for High Yields - \$17,706, (Ocean Spray Cranberries, HyRed Licensing fees and The Gottschalk Endowed Chair will provide additional funding)

Teryl Roper, UW-Madison

- Characterizing the Cranberry Canopy - \$6,700

In addition the WSCGA and NRCS will provide funding for Dr. Roper as follows:

- Potassium Nutrition - \$36,500
- Long Term Monitoring of Cranberry Beds Implementing Phosphorous Reduction - \$3,120

Dan Mahr, UW-Madison

- Assessing the Biological Impacts of IPM Adoption - \$45,000

Annual Education and Promotion Programs

Teryl Roper, UW-Madison

- Wisconsin Cranberry Crop Manager - \$1,500 (Ocean Spray Cranberries, Cliffstar Corporation and Clement Pappas are providing additional support)

Sherry Tanumihardjo, UW-Madison

- Nutrition Education Initiatives 2008-2010 – \$4,000

Cranberry Museum, Inc.

- Wisconsin Cranberry Discovery Center Operations and Promotions - \$10,000

Wisconsin Cranberry Research & Education Foundation

- 2009 Wisconsin Cranberry School - \$7,500

Wisconsin State Cranberry Growers Association

- Cranberry Weather Forecasts - \$7,090
- Harvest Communications - \$44,000
- Brochure Printing - \$6,250
- Wisconsin State Fair Promotions Program - \$15,000
- Stock Photo Library Acquisition - \$3,000
- Product Sample Packets - \$1,000
- Milwaukee Brewers Radio Network - \$28,000
- Into the Outdoors - \$35,000

Health Related Research Proposals**Dr. Terri A. Camesano, Worcester Polytechnic Institute**

- Bioassay to detect anti-adhesive properties of cranberry metabolite in urine - \$16,750 (Canadian growers will provide an additional \$16,750)

Jess D. Reed, University of Wisconsin-Madison

- Cranberry Proanthocyanidins and Gut Immunity - \$27,500

Sige Zou, National Institute on Aging

- The Effects of Cranberry on Delaying Pathogenesis of a Mouse Model of Alzheimer's Disease - \$47,000

Dr. Steven M. Lipson, St. Francis College, New York

- Investigations into the antiviral Effects of Store-Purchased and Pure Cranberry (*Vaccinium Macrocarpon*) Juice Drinks on the Infectivity of Rotavirus - \$5,000 (Canadian growers will provide an additional \$18,500)

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.