



Wisconsin Cranberry Board, Inc.

PO Box 1351 • Wisconsin Rapids, WI 54495-1351
Telephone: 715•423•2070 Fax: 715•423•0275

Wisconsin Cranberry Board, Inc. Adopts Budget, Approves Funding

The Wisconsin Cranberry Board, Inc. met on March 30, 2010 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 \$774,000. Eventually funding of \$359,692 was approved.

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

Crop Research

Jed Colquhoun

- Cranberry Pest Management - \$67,000, (Cranberry Institute will provide \$15,000)

Brent McCown

- Breeding Cranberries for High Yields - \$25,587, (Ocean Spray Cranberries, HyRed Licensing fees and The Gottschalk Endowed Chair will provide additional funding)

Rebecca Harbut

- Iron in Cranberry Production: Sampling, Analysis and Effects on Plant Productivity - \$25,560
- Determining Nutrient Availability/Profiles in Newly Planted and Established Cranberry Marshes - \$9,643
- Nitrogen Response of High Yielding Cranberry Cultivars - \$800

Annual Education and Promotion Programs

Matthew P. Lippert

- Wisconsin Cranberry Crop Management Newsletter - \$1,600 (Ocean Spray Cranberries, Inc., Cliffstar Corporation, Clement Pappas & Co., and Decas Cranberry Sales are providing additional support)

Cranberry Museum, Inc.

- Wisconsin Cranberry Discovery Center Education and Promotions - \$15,000

Cranberry Museum, Inc.

- Wisconsin Cranberry Discovery Center Wetherby Cranberry Library Project - \$4,500

Wisconsin Cranberry Research & Education Foundation

- 2011 Wisconsin Cranberry School - \$7,500

WSCGA

- Cranberry Weather Forecasts - \$6,750
- Brochure Printing - \$6,750
- Product Sample Packets - \$1,500



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- Communications Program
 - Milwaukee Brewer Radio Network Sponsorship - \$23,000
 - State Fair Promotion Program - \$15,000
 - Media Outreach and Harvest Promotions - \$47,500
 - UW Badger Sports Sponsorship - \$35,000

Health Related Research Proposals

Carlo Selmi MD Ph.D., University of California at Davis

- The influence of cranberry juice on microRNA response in senior citizens - \$20,000 (Canadian growers will provide an additional \$29,950)

Joe A. Vinson, PhD, University of Scranton

- Double-Blind Placebo-Controlled Long-Term Study of the Efficacy of Cranberry Juice Consumption on Prostate Health - \$18,064

Jess D. Reed, Ph.D., University of Wisconsin-Madison

- Cranberry Polyphenols and Gut Health: Integrated Cranberry Health Research at UW-Madison - \$28,938

Health Research Projects being funded by others:

Dr. Catherine Neto/Dr. Robert Hurta, University of Mass-Dartmouth/University of Prince Edward Island, Canada

- Cranberry Phytochemicals and the Role of Hedgehog Signaling in Prostate Cancer. (Canadian Growers - \$15,500, U-Mass Dartmouth - \$15,500)

Nathale Tufenkji, McGill University, Montreal, Quebec

- Action of Cranberry Derived Proanthocyanidins against Biofilm formation and Cell Infection: Potential for Protection against Urinary Tract Infection, Prostatitis, and Pyelonephritis. (Canadian Growers - \$27,500)

The Wisconsin Cranberry Board, Inc. administers the State's cranberry marketing order. Under the order growers are assessed ten (\$.10) cents per barrel of fruit sold. Proceeds are used to fund research, education and promotion activities for the state's largest fruit crop.