

The Honorable Rod Nilsestuen

Secretary

Wisconsin Department of Agriculture, Trade & Consumer Protection

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Madison, Wisconsin 53708

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Base Grant: \$500,000

Specialty Crop Grant: \$2,570,000

Total Grant: \$3,070,000



Apple Research and Marketing:

Wisconsin Apple Growers Association, \$61,600.

The Specialty Crop block Grant Funds will set aside funding for the Wisconsin Apple Growers Association (WAGA) and will focus on marketing and support for future research. Project work shall be carried out as described in the project proposal for the following work plan components.

- Development of an Orchard Tourism Map.
- Production and Publication of a Home Grown Cookbook.
- Development of IPM Standards and Branding for Wisconsin Apples.
- Grower Marketing and Promotion Projects.
- Purchase of a Johnny Appleseed Character for Educational Purposes.
- Reproduction of the Apple Growers Marketing Handbook.
- Funding the Apple Research Endowment Fund at UW-Madison.

Carrot Breeding:

Wisconsin Carrot Growers Association, \$22,000.

The Wisconsin Carrot Growers Association will develop and evaluate open-pollinated processing carrot cultivars for Wisconsin farmers. The primary objective is to utilize a traditional breeding program to develop a dicing carrot that has the ability to outperform Gold King and Danvers, the two primary varieties grown in Wisconsin.

Grape Value-Added

Product Development:

Coulee Region

Grape Growers Association, \$10,000.

The Coulee Region Grape Growers Association will purchase pilot project equipment and learn processing skills to develop and test market-safe, value-added grape products. The Association will contribute in-kind support by sponsoring educational classes on processing/equipment use and marketing grape value-added products.

Ag Education and AgriTourism:

Wisconsin Cranberry Board, Inc., \$518,000.

The Wisconsin Cranberry Board plan to design, develop and construct new interactive museum displays that will enhance portions of the current museum exhibits with video, digital and computer technology. In addition, the funds will be utilized to construct or lease portions of a new facility that will enhance efforts to establish interest in Wisconsin cranberries as part of statewide ag tourism promotions and improve educational programs for both consumers and growers

Dry Bean Quality Research:

Wisconsin Potato & Vegetable Growers Association for the Dry Bean Growers of Wisconsin, \$10,000.

The Dry Bean Grower of Wisconsin will evaluate vine desiccation chemistries that have the potential to assist growers in obtaining a higher quality product at harvest. Research results will be reported to the appropriate agency to advance the registration of effective chemistry for dry bean vine desiccation.

Commercial Flower Integrated Pest Management:

Commercial Flower Growers of Wisconsin (CFGW), \$173,850.

The Commercial Flower Growers of Wisconsin will focus on market development/product recognition, integrated pest management (IPM) and support for future research through the UW-Madison system and increased member outreach. This will be accomplished through the development of IPM Standards for Wisconsin based Greenhouse Growers, the funding the Commercial Flower Growers of Wisconsin UW-Madison Fellowship, Marketing and Promotional Projects along with the development and long term distribution of a CFGW Quarterly Newsletter.

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Ginseng Promotion:

[Ginseng Board of Wisconsin, Inc., \\$40,000.](#)

The Ginseng Board of Wisconsin, Inc. intends to market the superior quality of Wisconsin ginseng to American Caucasian populations with a goal of capturing 5% of the US market by the end of 2003. In addition, they will:

- Develop a brochure promoting Wisconsin ginseng for “Type II Diabetes” health benefits;
- Develop/compile mailing lists, for target mailings of pharmaceutical companies, diabetes support groups and herbal shops;
- Advertise Wisconsin ginseng’s health benefits in relevant magazines; and,
- Develop a brochure promoting the quality of Wisconsin grown ginseng.

Distribution of Locally Grown Specialty Crops:

[Growing Power and Share WI, \\$10,000.](#)

Growing Power and SHARE WI will identify and document critical issues challenging statewide distribution of locally grown specialty products and offer solutions to those challenges. The primary objective will be to develop a marketing plan that will identify and organize groups marketing Wisconsin grown products. Benefits from this project will include increased consumer awareness of the availability of Wisconsin specialty products, expanded market opportunities for specialty crop producers and increased sales for Wisconsin grown specialty crop products.

Beekeeping Awareness:

[Wisconsin Honey Producers Association, Inc., \\$10,000.](#)

The Wisconsin Honey Producers Association plan to increase the awareness of beekeeping in Wisconsin and the benefits of eating Wisconsin honey. In addition the funds will be used to insure beekeepers have access to up-to-date information through a web-based interactive program/training course, linked to the University of Minnesota apiary program, on controlling honeybee diseases and pests. They also plan to develop and distribute promotional/educational placemats for use in Wisconsin restaurants

Mint Research:

[Wisconsin Mint Board, Inc., \\$22,000.](#)

The Wisconsin Mint Board, Inc. will work to increase the profitability of mint growers in Wisconsin by sponsoring four research projects. These projects include the evaluation of new mint lines and their adaptability to Wisconsin; 2) study

the use of ammonia sulfate as a nitrogen source to develop a stronger mint crop; 3) designing an Integrated Pest Management system to control the tarsonemid mite; 4) evaluations of new herbicides for use in mint production

Maple Product Association:

[Mississippi River Maple Association, \\$10,000.](#)

The Mississippi River Maple Association (MRMA) will recruit and expand membership in the association to approximately 200 members. In addition, the funds will be utilized to develop the resources, knowledge and training necessary for all members to produce certified organic maple syrup for both the domestic and European markets on an annual basis. We will: 1) work with a consultant to establish knowledge-base/resources that can be used to enable landowners in SW Wisconsin to produce certified organic maple syrup. 2) develop educational materials for start-up maple syrup producers interested in organic production and 3) work with Midwest Organic Services Assn. (MOSA) to establish organic certification guidelines and expenses for MRMA members.

Onion Research:

[Wisconsin Muck Farmers Association – Onion Committee, \\$10,000.](#)

The Wisconsin Muck Farmers Association – Onion Committee will use the Grant for conducting an onion variety trial at two locations in Wisconsin for the purposes of comparing commercial cultivars and new breeding materials under development. All information gathered through these trials will be made publicly available in written publications, web-based forms and in presentations to growers at winter meetings.

Mushroom Culture Outreach:

[Shiitake Growers Association of Wisconsin, \\$10,000.](#)

The Shiitake Growers Association of Wisconsin (SHIIGAW) will use the funds to increase the transfer of knowledge to specialty mushroom growers in Wisconsin through a new website and corresponding newsletter. By helping to disseminate information on new technologies, research publications and marketing news, the funds from this grant will help Wisconsin growers do a better job of competing in the market place.

Cherry Awareness:

[Wisconsin Cherry Board, Inc., \\$12,500.](#)

The Wisconsin Cherry Board, Inc. will increase consumer awareness of cherries grown in Wisconsin and promote the distribution and sale of cherry products in the food service sector. The project will create new point-of-purchase materials and utilize consumer product sampling to promote the message “Cherries are good for you” and to promote retail purchases. All projects will be conducted in conjunction with the Cherry Marketing Institute. The projects include:

- Exhibit at the WI School Food Service Association (WSFSA) Industry Expo;
- Exhibit and promote Wisconsin Cherries at the Wisconsin State Fair;
- Create and produce point-of-purchase (P.O.P.) materials for promotion of retail cherry products; and,
- Design and build a portable/reusable Wisconsin Cherry trade booth. Product sampling, direct to consumers, of WI dried cherry products.

Strawberry Research, Marketing, and Awareness:

[Wisconsin Berry Growers Association, \\$18,000.](#)

The Wisconsin Berry Growers Association will fund UW-River Falls research to develop and evaluate new lines of Wisconsin hardy strawberries, raspberries and other related brambles. A small portion of the funds will be used to expand the current Summer Field Day program to a series of one-day regional events. The balance of the funds will be used to develop marketing and promotions products for Wisconsin growers and to develop consumer awareness of berry harvest times through out the state.

- Sponsor Research at UW-River Falls to Develop New Lines of Wisconsin Hardy Strawberries and Raspberries.
- Develop Growers Education by Holding Four Regional Field Days as an Alternative to One State Wide Field Day.
- Development of a Media Kit for Use by All Berry Grower Association Members.
- Update/Change/Make-Additions to the WBGA Website.
- Make Improvements to the Wisconsin Berry Growers Booth at the Wisconsin State Fair.
- Promote Wisconsin Grown Berries during June Dairy Month.

Christmas Tree Public Education and Awareness:

[Wisconsin Christmas Tree Producers Association \(WCTPA\), \\$92,000.](#)

The Wisconsin Christmas Tree Producers Association will use the Specialty Crop Block Grant Funds to educate consumers during the Wisconsin State Fair and to provide increased knowledge of the Wisconsin Christmas tree industry through school educational packets. The funds will also be used to Develop a library (print & on-line) of the latest research, market trends and grower information in conjunction with the development of greater press coverage and public awareness for Wisconsin-grown Christmas trees. In addition, the producers will sponsor UW-Madison research designed to find the cause and cure of Spruce Needle Drop (SNEED) disease.

Vegetable Research and Grower Communication:

[Wisconsin Fresh Market Vegetable Growers Association, \\$12,500.](#)

The Wisconsin Fresh Market Vegetable Growers Association will use funds to support on-farm field research/demonstrations and improve grower communications by providing a new web-based information resource on growing conditions, pest/disease outbreaks, variety availability, and wholesale pricing. In addition, funds will support the development of a “Buy Local” educational campaign for use by grower members.

Green Industry Survey:

[Wisconsin Landscape Federation, Inc., \\$130,000.](#)

The Wisconsin Landscape Federation, Inc. will focus on conducting a detailed survey of the green industry to assess the economic impact the industry has on Wisconsin’s economy and position the industry to capitalize on anticipated future growth. WLF will contract with the Wisconsin Agricultural Statistics Service (WASS) to collect data, analyze and publish a report on the economic impact of Wisconsin’s Green Industry.

Maple Syrup Product Promotion:

[Wisconsin Maple Syrup Producer Association, \\$17,500.](#)

The Wisconsin Maple Syrup Producers Association will produce printed and web-base materials that are designed to increase consumer awareness and knowledge of the Wisconsin maple syrup industry and it’s products. A significant

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Maple Syrup Product Promotion:

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portion of the consumer awareness activities will be designed for teacher education and activities for elementary school children. In addition, the funds will be utilized for grower educational activities by hosting an increased number of workshops and meetings on an annual basis.

Nursery Public Awareness and Research:

Wisconsin Nursery Association, Inc., \$94,550.

Wisconsin Nursery Association, Inc., will develop consumer awareness of insect and disease problems in nursery plants and to further plan and develop the Longenecker public gardens. Funds also will be used for UW-Madison research on fertility, plant diseases, breeding and plant development along with development of continuing education programs for Wisconsin nursery operations. A breakdown of the projects are:

- Develop and produce four new episodes of Wisconsin Gardening in cooperation with Wisconsin Public Television. TV segments will concentrate on insect and diseases in Wisconsin gardens;
- Expand current viburnum breeding project for ease of propagation and leaf beetle resistance;
- Develop master plan for G. William Longenecker Gardens;
- Sponsor UW-Madison research on conventional versus slow release fertilization;
- Co-sponsor UW-Madison research on spruce needle drop (SNEED) (Co-Sponsor - Wisconsin Christmas Tree Growers);
- Sponsor UW-Madison research on bud morphology of woody ornamentals in relation to salinity tolerance; and,
- Develop new educational programs for Wisconsin Nursery Association members.

Potato and Vegetable Research:

Wisconsin Potato & Vegetable Growers Association, \$1,299,000.

The general objective of this proposal as approved by the WPVGA Board is to increase the profitability of the potato and vegetable growers of Wisconsin primarily through various research projects. Objectives for the vegetable industry include increasing the competitiveness of the industry by studying and promoting alternative uses for process vegetables and promoting food science research, developing a production database, researching ways to combat insect pests and establishing an endowed vegetable research position at UW-Madison. The objectives for the potato industry are to establish a potato storage research facility and study the physiology of potatoes and the effects of the physiological differences of potatoes on storage practices, to reduce storage losses in Wisconsin.

Sod Research:

Wisconsin Sod Producers Association, \$36,600.

The Wisconsin Sod Producers Association will focus on UW-Madison research to measure the survival of individual bluegrass cultivars in Wisconsin and to develop a uniform grass variety blend to improve grower productivity. A small portion of the funds will be used to gather information from producers on industry size, sales and production input costs during each year 2002-2004.