



FOR IMMEDIATE RELEASE
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Wisconsin State Cranberry Growers Association Welcomes New Executive Director

Grant Holley To Transition with Long-Time Industry Leader, Tom Lochner

WISCONSIN RAPIDS, Wis. – The Wisconsin State Cranberry Growers Association (WSCGA) has announced that Dr. Grant Holley has been named the new Executive Director of the organization. Dr. Holley will begin his transition with the current director, Tom Lochner, starting in mid-May.

Growing his skills over the past 27 years, Holley is an experienced Executive Director and International Consultant, with a successful track record working with companies in the agriculture sector.

Holley has extensive business expertise across multiple industries, having held senior positions at Fazheng Group and North Carolina State University. He specializes in organizational development, strategic planning, advocacy, and research.

“My background comes with strong agricultural roots, and I am proud to be working with such a keystone industry in Wisconsin,” said Holley. “Advocacy, research, and sustainability in a changing world will all be areas for focus. Grower families have been part of this organization for more than 135-years and we will all work very hard to ensure another century, or two, of prosperity and culture to the area.”

In addition to his leadership role at the WSCGA, Holley will fill similar administrative roles as the Executive Director for the Wisconsin Cranberry Board and Wisconsin Cranberry Research and Education Foundation.

“Grant is someone we believe possesses the abilities and passion to lead our state into the future,” said Jenna VanWychen, WSCGA President. “His astounding intuition to listen and understand the needs of our community will surely benefit his success as our next Executive Director.”

Tom Lochner will officially depart the organization this summer as he retires after 35 years as the Executive Director for the WSCGA.

“Throughout Tom's tenure as Executive Director, he consistently demonstrated a remarkable ability to seize opportunities and advocate tirelessly for the interest of the cranberry industry,” said VanWychen. “The growers of Wisconsin are deeply grateful for the passion and countless contributions he has made to supporting the legacy and heritage of an evolving and innovative industry,”

Wisconsin cranberries are grown by more than 250 producers on 21,000 acres across 20 counties in central and northern regions of the state. Cranberries make up the largest fruit crop in the state, both in terms of size and economic value.

WSCGA was founded in 1887 and is committed to developing and implementing programs that will assist growers in doing a better job of growing cranberries and strengthening the public support for the industry in Wisconsin. For more information, visit www.wiscran.org, Like WSCGA on [Facebook](#) and Follow us on [Twitter](#) and [Instagram](#).

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