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Wisconsin Cranberry Board Commits \$577,138 in 2025 Grant Funding for Research, Education, and Grower Support

Funding advances sustainability, grower leadership, and public awareness of Wisconsin's top fruit crop

WISCONSIN RAPIDS, Wis. – The Wisconsin Cranberry Board (WCB) is pleased to announce the commitment of \$577,138 in grant funding for 2025 research, education and communications initiatives focused on advancing the Wisconsin cranberry industry.

Established in 1983, the WCB represents more than 250 licensed cranberry producers statewide. The seven-member board, made up of growers, oversees an estimated \$400,000–\$500,000 in annual funding generated from a 10-cent-per-barrel assessment fee. These funds are reinvested into industry innovation, grower education, and the promotion of Wisconsin cranberries in domestic and global markets.

During its 2025 budget meeting held on March 13, the board approved funding for nine research projects and five education and communication programs. The announcement comes as Wisconsin growers reported a 2024 crop yield of 6.1 million barrels, reaffirming the state's position as the nation's leading cranberry producer for the 30th consecutive year.

The research budget totaled \$273,848, including \$36,000 in contributions from the Cranberry Institute, Ocean Spray, and Mariani Packing Company. These funds will be leveraged alongside support and research from University of Wisconsin College of Agricultural and Life Sciences, United States Department of Agriculture Agricultural Research Service, University of Wisconsin Division of Extension, Wisconsin Cranberry Research and Education Foundation, University of Massachusetts (UMASS), UMASS Cranberry Research Station and Great Lakes Weather Service.

WCB-supported research targets key priorities such as advancing sustainable growing practices, improving pest and disease management, adapting to evolving environmental conditions, and boosting crop yield and quality. Projects also explore plant physiology, nutrient efficiency, and the development of hardy, high-yield cranberry varieties. These science-based solutions empower growers to enhance productivity, reduce environmental impact, and ensure the long-term vitality of the industry.

In addition to research, the board invested \$339,290 in education and promotional programs designed to support grower success and elevate public awareness of Wisconsin cranberries. These initiatives deliver research-backed resources to growers and educate consumers about the value and benefits of Wisconsin's state fruit.

Resources funded by the WCB include weather monitoring tools and leadership development programs that help growers make informed management decisions. The leadership program equips growers to advocate for their industry and communicate the importance of cranberries to policymakers and the broader community. By strengthening grower knowledge and leadership, WCB fosters a more resilient and proactive cranberry industry.

The communications program educates the public about Wisconsin's state fruit, highlighting its nutritional benefits, environmental stewardship, and economic impact. Through marketing and outreach, these efforts sustain consumer interest and expand market opportunities.

Demonstrating their long-term commitment to the industry, WCB board members unanimously voted to raise the annual assessment to 25 cents per barrel for the 2025 growing season. This increase bolsters support for current projects, allows the board to expand on current priorities, and ensures resources are available to address any future challenges, helping build a more robust and sustainable cranberry industry here in the state and beyond.

"The top priority is equipping growers with the knowledge, tools, and support they need to thrive in an ever-changing economic and environmental climate," said Grant Holley, Executive Director of the Wisconsin Cranberry Board. "These investments directly empower growers to make informed decisions, adopt innovative practices, and lead the industry forward with confidence and resilience."

Wisconsin is the nation's leading grower of cranberries, annually producing more than 60 percent of all the cranberries grown in the United States. Cranberries are Wisconsin's number one fruit crop, both in terms of size and economic value with a contribution of \$1 billion and more than 4,000 jobs to the state's economy. Wisconsin cranberries grow on more than 20,000 acres across 19 counties.

To learn more about Wisconsin's cranberry industry, visit [Wiscran.org/Experience](https://www.wiscran.org/Experience) or follow us on [Facebook](#) and [Instagram](#).

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