



News Release

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USDA Invests \$800,000 in Value-Added Agriculture Projects Across Wisconsin

(Stevens Point, Wis., September 21, 2026) — U.S. Department of Agriculture Rural Development Wisconsin State Director Andrew C. Iverson today announced that USDA will invest \$800,000 in four value-added agriculture projects across Wisconsin. The investments are through USDA's Value-Added Producer Grants program.

"Wisconsin's agricultural producers are engaged in a wide range of innovative activities from converting maple syrup into natural energy products, to repurposing worm castings as organic soil amendments, and advancing the production of pasteurized meats, crop seeds, and other goods," said **Iverson**. "These initiatives exemplify how USDA Rural Development supports rural Wisconsin producers as they establish new revenue opportunities, strengthen local economies, expand employment, and increase access to high-quality agricultural products."

- In East Troy, **GW Organics, LLC** will use a \$200,000 grant to expand the marketing, selling and shipping of pasteurized beef and poultry to new customers in new geographic markets. This project will expand the customer base by 1,118 customers, increase revenue by \$347,375, and save two jobs.
- In New Berlin, **Lush Farms, LLC** will use a \$200,000 grant to expand sales and shipping of worm castings to new customers. Lush Farms will harvest and sell worm castings as a nutrient-rich, natural soil amendment. This project will expand the customer base by nine customers, increase revenue by \$852,111, and create one job.
- In Soldiers Grove, **Driftless Seed Company, LLC** will use a \$200,000 grant for the processing, marketing, and market expansion of its various organic specialty crop seeds. The locally produced vegetable, flower, and native prairie seeds are regionally adapted for Midwest growers. This project will expand the customer base and create four jobs.
- In Viroqua, **B&E's Trees, LLC** will use a \$200,000 grant to expand the marketing, selling, and shipping of its maple syrup energy products to new customers. The maple syrup pouch is a versatile beverage that can be drank as is or mixed with other beverages. This project will expand the customer base by 7,698 customers, increase revenue by \$446,471, and create two jobs and save two jobs.

Background Information

USDA Rural Development's [Value-Added Producer Grants \(VAPG\) program](#) helps U.S. agricultural producers enter into value-added activities that generate new products from raw agricultural commodities, creates and expands marketing opportunities, and increases producer income through enhanced product value and market reach.

USDA Rural Development invests in rural America with loan, grant, and loan guarantee programs to promote rural prosperity. Our programs expand access to high-speed internet, electric, and transportation infrastructure, and support business growth, healthcare, education, housing, and other community essentials. Discover more investment details and historical data in the [Rural Data Gateway](#) and learn more about the agency at www.rd.usda.gov/wi.



Photo Caption

GW Organics, owners Chaz and Megan Self, will utilize a \$200,000 Value-Added Producer Grant to expand the company's marketing, shipping, and sales efforts for pasteurized beef and poultry. The grant will enable the company to reach new customers in additional geographic markets.

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