

WHEREAS; farmers, ranchers, growers, producers, foresters, and other agricultural workers play an essential role in the health and well-being of individuals across the state, supplying nutritious food, economic prosperity, and a dignified way of life for generations of Wisconsinites; and

WHEREAS; Wisconsin is home to 58,000 farms on 13.7 million acres of land, and Wisconsin’s agricultural industry provides nearly 354,000 jobs—or more than nine percent of the state’s total workforce—and contributes over \$116 billion to the economy annually; and

WHEREAS; in addition to the production of food and goods, Wisconsin’s agricultural industry has contributed directly to the state’s record breaking \$27 billion tourism industry, with dedicated agricultural tourism businesses offering visitors family-friendly and experiential farm-based entertainment activities, such as farm-to-table events, corn mazes, pumpkin patches, harvest festivals, pick-your-own orchards, farm stays, and scenic venues for celebrations; and

WHEREAS; the state of Wisconsin is committed to training and supporting the next generation of agricultural professionals to meet the world’s growing demand for food, feed, fuel, fiber, and agricultural education and entertainment, and as one of the leading agricultural states in the nation, the state will continue to be at the forefront of this exciting and growing industry; and

WHEREAS; Wisconsinites recognize the farm, ranch, aquaculture, and agroforestry operations across the state for the important work they do to create and grow markets for local farm products and foods, build a greater understanding of agricultural tourism, and provide education, recreation opportunities, active-involvement experiences, retailing and hospitality facilities, and services for the enjoyment of locals and visitors alike; and

WHEREAS; this fall season, the state joins Wisconsinites in honoring the dedicated farmers, ranchers, growers, producers, foresters, and agricultural professionals across the state and in recognizing the importance of agriculture and agricultural tourism to Wisconsin’s cultural and economic livelihood;

NOW, THEREFORE, I, Tony Evers, Governor of the State of Wisconsin,
do hereby proclaim September 10 through November 1 2026 as

**WISCONSIN AGRICULTURAL TOURISM FALL
SEASON**

throughout the State of Wisconsin and I commend this observance
to all our state’s residents.

IN TESTIMONY WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Wisconsin to be affixed. Done at the Capitol in the City of Madison this 25th day of August 2026.

TONY EVERS, Governor

By the Governor:

SARAH GODLEWSKI, Secretary of State