WHEREAS; the state of Wisconsin has proudly led the nation in cranberry production for three decades and has remained the leading grower of cranberries in the United States by producing more than 60 percent of all cranberries grown in the nation; and

WHEREAS; the cranberry has served as the official state fruit of Wisconsin for over 20 years and is a cornerstone of Wisconsin's agricultural economy, contributing significantly to the state's economic growth, providing jobs, and supporting rural communities as the state's largest fruit crop; and

WHEREAS; Wisconsin is home to more than 250 licensed cranberry growers, many of whom are multi-generational farmers who continue to demonstrate exceptional dedication, innovation, and stewardship of the land, ensuring the sustainability and productivity of acres of cranberry marsh and surrounding wetlands; and

WHEREAS; the state's dedicated cranberry growers, farmers, processors, and distributors play an important role in Wisconsin's collective heritage, culture, and identity, and the cranberry industry continues to show immense strength, resilience, and innovation; and

WHEREAS; ensuring the long-term success of the industry is vital for the state's economic future and for the future of the growers, farmers, producers, and their families, who have been the backbone of this state for generations; and

WHEREAS; this month, the state of Wisconsin reaffirms its commitment to serving as a steadfast partner to cranberry growers and farmers, the agriculture industry, and rural communities, and joins all Wisconsinites in honoring all members of the state's cranberry industry for their hard work and contributions;

NOW, THEREFORE, I, Tony Evers, Governor of the State of Wisconsin,
do hereby proclaim October 2026 as

CRANBERRY GROWER APPRECIATION MONTH

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 24th day of September 2026.

TONY EVERS, Governor

By the Governor:

SARAH GODLEWSKI, Secretary of State