

WHEREAS; since the first apple trees arrived in Boston in 1623, apple cider has been produced throughout the United States and has maintained a reputation as a wholesome and delicious drink; and

WHEREAS; before the development of preservative techniques, “fresh” – or non-alcoholic – cider would rapidly and naturally ferment into “hard” – or alcoholic – cider, which quickly established itself during the 18th and 19th centuries as the drink of choice for many Americans, and was even regarded as safer than drinking water due to the lack of effective water treatment in our country at the time; and

WHEREAS; beginning in the mid-1800s, hard cider production began to decline, and many orchards converted to sweeter apple varieties that were better for fresh cider production; and

WHEREAS; by the mid-1900s, Wisconsin apple growers, like apple growers across our country, had switched to almost exclusively producing fresh cider during the fall months; and

WHEREAS; in the 1990s, federal pasteurization regulations were implemented that caused many producers of fresh apple cider – including Wisconsin apple growers – to get out of the cider business altogether, but over the past few decades, the cider industry has seen record growth in the United States, once again, as producers have shifted their focus back to hard cider; and

WHEREAS; from Bayfield to Burlington, and from Stockholm to Ellison Bay, it is evident that hard cider is a developing industry in our state; and

WHEREAS; in 2019, it was reported that the United States has 740 hard cideries, 19 of which are in Wisconsin, and that our state is also home to at least 53 commercial apple growers that sell fresh cider; and


WHEREAS; this month, the state of Wisconsin encourages all Wisconsinites to reflect on the history of apple cider in our state and across our country, and to support their local apple growers and cideries;

NOW, THEREFORE, I, Tony Evers, Governor of the State of Wisconsin,
do hereby proclaim October 2020 as

WISCONSIN CIDER 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 2020.



TONY EVERS, Governor

By the Governor:



DOUGLAS LA FOLLETTE, Secretary of State