



Wisconsin Berry Growers Association

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Membership Benefits

Membership in the Wisconsin Berry Growers Association (WBGA) is open to anyone who has an interest in growing and marketing strawberries, raspberries, and/or blueberries. Our membership is made up of large commercial growers and backyard hobbyists alike.

EDUCATIONAL EVENTS

Opportunities to Attend WBGA Sponsored Events at a Discounted Rate

- **Summer Field Day** – Held at one of our member’s farms with an opportunity to hear & see how their operation is run, time to network with other growers, meet Associate members and listen to UW-Extension and other speakers who are experts in their field.
- **Advanced Berry School** – Held at either a member farm or other venue based on the focus of the school. These are generally more advanced sessions with a focus on one type of berry. Recently, they have included information on Spotted Wing Drosophila with hands on labs identifying, trapping and sampling fruit for larvae.
- **Annual Wisconsin Fresh Fruit & Vegetable Conference (WFFVC) & Trade Show** – With seven educational tracks to choose from including: Apple, Berry, Vegetable, Grape, Winery, Farmers Market and Success Strategies, this is a conference you don’t want to miss! For additional information on the January 24-26, 2016 conference, check out the mobile app at www.wffvc2016.info.

INFORMATION

Stay Up-To-Date on Berry Growing News

- **“WBGA Berry News” e-Newsletter** – Emailed to members bi-monthly to keep members in the “loop”. Each addition includes a “Note from the Board” talking about what is happening in the field with reference to the BIOIPM Workbook published by UW-Extension. It also includes updates on what the association has been working on, promotional materials available, updates from UW-Extension and DATCP as well as any other important information the association feels the members should know about.
- **WBGA Website – www.wiberries.org** – Your business information will be listed on our website. Many consumers use this site to find berry growers in their area. Growers use it to find information on associate members, upcoming events, etc.
- **Fresh! Magazine** – Published four times a year, *Fresh!* is packed with useful production, marketing, and legislative information. The University of Wisconsin and the Wisconsin Department of Agriculture both use the *Fresh! Magazine* to disperse information to growers. Feature articles include the latest information on horticultural practices, pest and insect updates, pesticide changes and marketing tips. As an added benefit, WBGA members can place Buy/Sell ads for free.

NETWORKING

Opportunities to Meet and Network with Others in the Berry Industry

- **Other Berry Growers** – Connect with other growers over a lunch during an educational event, during a grower panel discussion at the Conference, or while participating on the Board of Directors.
- **Wisconsin Berry Experts/Industry Professionals** – Both are brought to you on a regular basis as speakers during our educational events and conference.
- **Businesses** – Connect with businesses that are directly related to the berry industry by attending the trade show at the Conference and visiting with Associate members exhibits while attending an educational event.

INVOLVEMENT

Help Build the Wisconsin Berry Industry by Becoming an Active Member

- **Committee/Group** – Join or start a working group or committee to help address important issues and steer the direction of the WBGA.
- **Board of Directors** – All members are eligible to serve on the WBGA Board of Directors. Directors are elected annually at the Annual Meeting held on the Monday of the WI Fresh Fruit & Vegetable Conference.

RESEARCH

Support the Development of Research Initiatives with the University of Wisconsin

- **Donations** - Each year WBGA donates to berry research in Wisconsin. The Board of Directors determines the association's greatest need and what the research funds will go towards. Most recently this donation has gone towards Spotted Wing Drosophila research done by Dr. Christelle Guedot and her team at the UW-Department of Entomology. Dr. Guedot gives regular updates of their research at educational events and in *Fresh!* magazine.

MARKETING/PROMOTION

Keeping Berries in the Eye of the Consumer

- **Wisconsin State Fair Recipe Contest** – Each year the WBGA sponsors a berry recipe category to promote Wisconsin-grown strawberries, raspberries, and blueberries. The winner receives a \$50 cash prize and all recipes become the property of the WBGA, which has the right to publish, promote, or advertise the recipes and the names of the contestants and photos without compensation.
- **Media Contact Database** – The WBGA is currently working on creating a current media contact list to be used for promoting the berry industry. It is our goal to produce multiple press releases entering into and continuing through the busy berry season as well as to reach at least one media outlet for each of our members. These press releases will encourage the media and consumers to reach out to members in their area for up-to-date berry information.
- **Member Sign** – In 2015 the WBGA developed a member sign for use while marketing Wisconsin grown strawberries, raspberries, and blueberries at a market or farm stand. The sign is available at no cost to members in a pdf format for production at your own expense.
- **"Strawberry Picking & Handling" Poster** – This poster is currently out of stock, but was developed by the WBGA in 2015 for members with you pick operations. Posters were available by pre-order and will be offered again in 2016 if there are enough interested growers to meet the minimum order requirements.
- **"I Picked Strawberries" Stickers** – These stickers are currently out of stock, but were developed by the WBGA in 2014 to be given to children at members farms with you pick operations. Stickers were available by pre-order and will be offered again in 2016 if there are enough interested growers to meet the minimum order requirements.
- **Informational Berry Brochures** – The WBGA has produced and made available on our website a strawberry brochure, raspberry brochure, and blueberry brochure with fun facts and recipes for the consumer.

RESOURCES

- **Free Classifieds Postings** – Place an ad for employment, general, farm equipment, etc in the WBGA *Berry News* and *Fresh Magazine*.
- **WBGA Website - www.wiberries.org** – Contains a list of current members with email, phone, and link to website.
- **WBGA Colleague Program** – Available on request, beginning growers can be paired up with an experienced grower as an added resource for them.

ADVOCACY - Support the Berry Growing Industry in Wisconsin with a Unified Voice