

Agricultural Development and Diversification (ADD) Grant Program

1997

12002 **Developing Commercial Production of Lingonberries in Wisconsin (Phase 2)**

Rush River Produce, Maiden Rock Amount Awarded: \$15,358

Primary Contact: John & Teresa Cuddy

Project Objective: The lingonberry is a high value crop adaptable to the acidic sandy and peat soils in north and central Wisconsin. The second year of this project continued the development of commercial production methods for lingonberries. Included in this year's study were the effect of shading on young plants and the publication of a grower's guide.

12008 Streptomycin Resistance in the Fire Blight Pathogen: Orchard Survey and Grower Education

UW Dept of Plant Pathology, Madison Amount Awarded: \$9,652

Primary Contact: Dr. Patricia McManus

Project Objective: This grant surveyed apple orchards in Wisconsin for streptomycin-resistant *E.amylovora* and educated growers on how to reduce the risk of pesticide resistance. This helps reduce production costs and increases producer income.

12018 **Commercial Garlic Production in Wisconsin**

Greb Farm, Oregon Amount Awarded: \$2,500

Primary Contact: Steven Greb

Project Objective: This project explored the feasibility of producing garlic commercially in Wisconsin, which would add a new profit center for Wisconsin farmers.

12033 **Custom Heifer Raising Program**

Equity Cooperative Livestock Sales Association, Baraboo Amount Awarded: \$25,120

Primary Contact: David Sattler

Project Objective: In this pilot program, Equity Cooperative Livestock Sales Association assisted custom heifer growers in economically raising healthy replacement heifers. This project provides a model to reduce the risk associated with raising replacement heifers while providing dairy operations with quality replacement heifers.

12042 Value-Added Lamb

Bayfield Lamb Cooperative, Washburn Amount Awarded: \$27,000

Primary Contact: Dale Baggerly

Project Objective: This project increased the price lamb producers received and helped form the Bayfield Lamb Cooperative. In order to achieve this goal, lamb producers from Bayfield County conducted a feasibility and product development study to identify possible value-added lamb meat products.

12046 Pre-Packaged Door County Cherries

Cherryland Beverages, Inc., Sturgeon Bay Amount Awarded: \$8,950

Primary Contact: Brian Joosten

Project Objective: The purpose of this project was to increase the demand for Door County cherries by offering a new method of packaging. The fruit was packaged in sturdy, heat sealed plastic bags for sale in Wisconsin retailers frozen food section.

- 12048 Optimizing Seeding Patterns and Rates for Red Table Beets Grown in Beds**
 Krentz Farms, Berlin Amount Awarded: \$8,010
 Primary Contact: Steve Krentz
 Project Objective: Traditionally, red table beets have been grown in rows, 22 inches apart. The objective of this project was to determine the optimum spacing of red table beets planted in beds. Properly planted beds have the potential to provide higher yields per acre, with reduced costs for planting, fertilizing and pest control in relationship to yield.
- 12055 Development of a Value-Added Oil Seed Industry for Wisconsin**
 WI Business Innovation Corp., Spooner Amount Awarded: \$20,000
 Primary Contact: Bruce Davis
 Project Objective: The goal of this project was to develop value-added oil seed processing in Wisconsin. The project was a collaborative effort between the Wisconsin Business Innovation Corporation, UW-Madison Department of Agronomy, UW Center for Cooperatives, Soy-Co L.L.C. and Cooperative Development Services.
- 12057 Improving the Competitive Position of Wisconsin's Animal Agriculture (Phase 2)**
 Wisconsin Agribusiness Council, Madison Amount Awarded: \$28,650
 Primary Contact: Frank Friar
 Project Objective: Under the leadership of the Wisconsin Agribusiness Council, Wisconsin Cattlemen's Association, Wisconsin Pork Producers Association, Consortium of Animal Agriculture Resource Development, UW-Madison College of Agricultural and Life Sciences, and UW-Extension Cooperative Extension Division, this project's mission was to revitalize Wisconsin's animal agriculture industry. The second year of this project focused on issues challenging Wisconsin's animal industry and solutions proposed at the invitational leadership conference in the project's first year.
- 12058 Raising Yellow Perch in a Low Discharge Recirculation System with the Advanced Aeration Process**
 Door County 5-K Fishery, Sturgeon Bay Amount Awarded: \$16,845
 Primary Contact: Mike & Mary Kaye
 Project Objective: This project demonstrated a state of the art aeration system that operates with a very low discharge rate. With a very low discharge, aquaculturists can locate their facilities in areas where discharges are strictly regulated. This project showed the challenges of balancing water quality with low discharge rates. Technology used in the system was unable to maintain adequate water quality.
- 12070 Strawberry Breeding - The Development of New Commercial Cultivars for the Wisconsin Grower**
 UW-RF, Plant & Earth Sciences, River Falls Amount Awarded: \$9,790
 Primary Contact: Dr. Brian Smith
 Project Objective: This project began the field testing of new strawberry cultivars developed specifically for Wisconsin's climate. The new cultivars will help improve the profitability of Wisconsin strawberry enterprises and help growers maintain a competitive edge against imported products.
- 12078 Conducting Value-Added Product Development Research at River Valley Foods, Inc.**
 River Valley Foods, Inc., Spring Green Amount Awarded: \$17,550
 Primary Contact: Bill Wenzel
 Project Objective: The purpose of this study was to provide producers with a value-added food processing model. In this study, River Valley Foods documented food product development research conducted on several value-added processed foods. Information gained from this study helped guide the development of several other community kitchens.

12084 Creating Wisconsin Ginseng Awareness and a Distribution Network into the American Marketplace

Wisconsin's Best Ginseng Corp., Mosinee

Amount Awarded: \$24,000

Primary Contact: Cindy Kurtzweil

Project Objective: The goal of this project was to increase the awareness and demand for Wisconsin ginseng in the U.S. marketplace. With an increased demand for Wisconsin ginseng, new markets could open and income could increase for Wisconsin ginseng growers. Initially, this project helped place Wisconsin ginseng into over 4,000 ShopKo and Walgreen stores nationwide. As a result, Wisconsin ginseng farmers had another outlet for their production. In 2001, company decided to stop sales and liquidate due to increased competition in the domestic marketplace.

12089 Poultry Processing and Marketing Project

Wisconsin Farmland Conservancy, Menomonie

Amount Awarded: \$12,615

Primary Contact: Tom Quinn

Project Objective: This project studied the feasibility of constructing a USDA certified poultry processing facility in Northwestern Wisconsin, developing a model for establishing a producer cooperative that could finance, build and operate the plant.

12091 The Wisconsin Organic Meat Initiative (Phase 1)

Coulee region Organic Produce Pool (CROPP), LaFarge

Amount Awarded: \$15,900

Primary Contact: George Siemon

Project Objective: The purpose of this project was to develop organic meat products and establish a national distribution network. The establishment of these new products may open overseas markets, show evidence of the added value for organic meat products, and increase income to farmers.

12092 Wisconsin Farmers Union Specialty Cheese Project

Wisconsin Farmers Union, Chippewa Falls

Amount Awarded: \$39,000

Primary Contact: Bill Brey, President

Project Objective: This project identified and created specific varieties of high quality regional cheeses which could be produced using fluid milk from smaller Wisconsin dairy farms. The fluid milk producers involved in this project hope to add value to their milk by producing specialty cheeses in cooperatively owned cheese plants. After conducting the feasibility and initial product development, the Wisconsin Farmers Union produced cheese in a small cheese plant using member producer milk.

12099 An Industrial and Nutraceutical Use Market Development for Extruded Soybean Oil

Soy-Co L.L.C., Adams

Amount Awarded: \$19,060

Primary Contact: Irvin Osterloh

Project Objective: This project explored new markets for extruded/expelled soybean oils. Soy-Co also explored joint venture opportunities with other growers in Wisconsin to aggressively market larger volumes of expelled oils or the value-added products to end users.