



Wisconsin's Bountiful Harvest

WISCONSIN – AKA AMERICA'S DAIRYLAND – IS WELL-KNOWN AS A CHEESE-LOVER'S PARADISE. BUT THAT'S JUST THE BEGINNING OF THE FOOD PRODUCED IN THE STATE. DISCOVER WISCONSIN'S BOUNTIFUL HARVEST.

CRANBERRIES

- Wisconsin growers produce more cranberries than any other state in the nation. In fact, they outgrow every other growing region in the world. Wisconsin grows roughly **a third of the global supply** of cranberries, **produces 60% of the U.S.'s supply** and has led production since 1995.
- Wild cranberries are native to the marshlands of northern and central Wisconsin, and today, the industry centers around Tomah, Warrens and Wisconsin Rapids.
- Cranberries are a superfood, offering an array of health-boosting benefits. Out of 20 common fruits, cranberries have the highest levels of phenols, a powerful antioxidant.
- Take a spin on the **50-mile Wisconsin Cranberry Highway**, a self-guided drive that extends across central Wisconsin's cranberry growing region, offering a chance to see centuries-old cranberry beds and even learn how to harvest this crop yourself.
- Started in 1973, the **Warrens Cranberry Festival** has established itself as the end-all-be-all for cranberry lovers. Every September, more than 145,000 people wade to the small town for 3 miles of shopping, marsh tours, arts and crafts, flea markets and a cranberry parade. But the real treat of the festival is the treats themselves. You'll find just about any cran-inspired food imaginable, like cranberry brats, cream puffs and wine.
- **Splash of Red Cranberry Tours** in Pittsville offers weekday tours for groups of several different area marshes. Tours start at the end of September and run through the end of October and are led by students from the nation's only Cranberry Science Class.
- About **5% of the annual crop will be sold as fresh fruit**, and the remaining cranberries will be frozen and stored for longer-term sales as frozen berries, dried cranberries, juices, sauces and more.
- Cranberries have **four air pockets**. This is what makes them float when the cranberry bed is flooded, and they are knocked from the vine for easier harvesting.
- From responsible water use to maintaining pollinator gardens, **Wisconsin cranberry growers** are showing the rest of the world what **sustainable practices** will look like in the future.



MORE BERRIES!

Cranberries aren't the only game in town.

- **Strawberries:** Though strawberries are the star at BerryLand in Abrams, pick-your-own rhubarb, asparagus, pumpkins, squash and gourds also are available seasonally.
- **Blueberries:** Located on Wisconsin's western border with Minnesota, Rush River Produce has 14 varieties of blueberries, along with currants and gooseberries the first three weeks of the season. At this family operation in Maiden Rock, owners Terry and John Cuddy say, "We provide the boxes, you take home the harvest."
- **Raspberries:** Find a peaceful atmosphere at Blue Skies Farm as you enjoy "berry therapy," as the owners call it. Raspberry season at this Rock County farm usually runs mid-August through late September and you're sure to leave with a basketful of deliciousness.



GINSENG

Ginseng is antioxidant rich herb that is said to offer benefits for brain health, immune function, blood sugar control and more - and Wisconsin is the U.S.'s ginseng capital.

- Wisconsin's Marathon County produces nearly all of the ginseng grown in the U.S. and about **10% of the world's supply**. The majority of this crop is exported to Asia where it is revered in traditional medicine.
- Founded as a mail-order service tailored to Chinese and Taiwanese immigrants in 1974, **Hsu's Ginseng Enterprise, Inc.** in Wausau is now a leading source for Wisconsin-grown American Ginseng and thousands of health and wellness products. Interactive tours of Hsu's farms begin every year in early May and continue all the way through the October harvest season.
- Wisconsin **craft distilleries use ginseng** to add an exceptionally earthy flavor to their products, including Great Lake Distillery's acclaimed Rehorst Gin and Great Northern Distilling's Ginseng Whiskey.
- Ginseng farming is a long game. It can take **four to five years from planting to harvest**, and once land is used to grow ginseng, the crop will never grow there again.
- Keep an eye out for the next **International Wisconsin Ginseng Festival** in September 2024 in Wausau, offering attendees ginseng-infused food samples, children's activities, historical information, ginseng field tours, entertainment and much more.



CHERRIES

For sweet cherries, the season in Wisconsin runs mid-June through late July. For tart cherries, mid-July through late July.

- **Cherry Lane Orchard's** main focus is ensuring a great pick-your-own experience at its 13-acre cherry and apple orchards. Bring a picnic along to enjoy with your group in the picturesque Sturgeon Bay location.
- Head just a little further up the Door County peninsula to family-run **Lautenbach's Orchard Country** in Fish Creek for more pick-your-own cherries and apples, along with tasty fruit wines and homemade pies.
- For those who like their cherries to come distilled or fermented, Door County is as well known for its cherry wine and distilled cherry products as it is for its pies, jams and canned goods. **Door Peninsula Winery** in Carlsville opened nearly half a century ago and got its start making cherry wine before expanding into other fruits and traditional grape varieties.
- The **Cherry Hut** is a Door County staple, starting as a roadside market in 1950 before opening a new Fish Creek store in 2021. If you just want to drive up and grab some cherry products and go, this is the spot. Here you'll find their own canned cherry products and those of other local producers.
- Seaquist Orchards in Sister Bay is **one of the largest growers of tart Montmorency cherries** in the area, producing on average 6 million pounds each year. The entire family is involved in the growing, producing and processing of its 72 different kinds of jams, jellies, pie fillings and salsas. Go to the Seaquist Orchards Farm Market to purchase their fruit and products or to educate yourself about their long history.



APPLES

Nothing rings in autumn like a trip to one of the state's apple orchards. The pick-your-own offerings are great, of course. But with more orchards than ever offering hayrides, pumpkin patches, cider tastings and fresh bakeries, they're now a one-stop shop for fall fun.

- In addition to 30 varieties of apples, **Apple Holler** in Sturtevant offers pick-your-own peaches, pears and pumpkins. This year-round destination in southeastern Wisconsin also boasts a seasonal flower market, restaurant, gift shop, barnyard animals, and hay wagon and sleigh rides.
- Take a drive Up North to **Apple Hill Orchard** in Bayfield, which offers pick-your-own apples, cherries, pears and plums. Plan your visit around the **Bayfield Apple Festival** in October for an apple-solutely perfect family day including music, a parade, an apple-peeling contest and the crowning of the Apple Festival Queen.
- People come to the **Elegant Farmer** for its unique and delicious "Apple Pie Baked in a Paper Bag" but stay for the lively atmosphere around the orchard: pick-your-own apples and pumpkins, a corn maze, hot sandwiches, pony rides and tractor-pulled hayrides.
- Journey to the bluffs of southwest Wisconsin to find picturesque **Sunrise Orchards** with over 300 acres of apple trees to pick from. Kids will love the horse-shaped tire swings and lawn bowling, and adults will love the Sunrise Apple Slush and local produce stand.
- The **Oneida Nation** of Wisconsin purchased an orchard outside of Green Bay in 1994 in a continuing effort to reunite the Tribe with their land. Since then, it has become a prosperous orchard that both sustains the Tribe and acts as a way to share Oneida culture with visitors.

TRADITIONAL INDIGENOUS FOODS

Centuries ago, the Indigenous tribes that occupied the land now known as Wisconsin uncovered the plants and wildlife that nourish our bodies to this day.

- **The Three Sisters:** Wisconsin tribes cultivated maize (corn), beans and squash, a trio known in Indigenous cultures as “the three sisters” - the physical and spiritual sustainers of life. These agricultural sisters produced bountiful harvests that sustained large Native communities and spurred fruitful trade economies.
- **Cranberries:** Native Americans enjoyed cranberries fresh from Wisconsin’s river marshes. Crushed and combined with dried deer meat and melted fat, they made pemmican - a staple food that kept for a long time.
- **Wild Rice:** With a wealth of lakes and forest on their reservation, the St. Croix Chippewa still practice the traditional harvesting of wild rice, maple syrup, berries, fish and deer, and share the bounty with surrounding communities. Meanwhile, the Sokaogon Chippewa continue their autumn tradition of harvesting wild rice on Rice Lake, one of the remaining ancient wild rice beds in the state.



Chef Elena Terry, a Ho-Chunk tribe member. Founder of Wild Bearies.



- **Deep Roots:** Today, modern day Native chefs are getting back to their roots. Wisconsin-based chef Kristina Stanley, a member of the Red Cliff Lake Superior Chippewa tribe, is project manager of the I-Collective, a group of Indigenous chefs, activists, herbalists, seed and knowledge keepers working to perpetuate ancestral traditions. Chef Elena Terry, a Ho-Chunk tribe member, is the founder of Wild Bearies, which has been cooking Indigenous cuisines for community events around Wisconsin for several years now, all with the goal of connecting people to Wisconsin’s rich agricultural traditions.
- **Mijim:** Mijim, a new Wisconsin restaurant which opened in 2023, celebrates incredible Indigenous flavors. Located in the Madeline Island community of La Pointe, the restaurant serves modern Ojibwe-inspired dishes with French soul on small plates.