












WATA is Thankful for you!
Our Membership.
We are Stronger Together.



The price of a traditional Thanksgiving meal in Wisconsin for 2023 is 1.36% less this year according to Wisconsin Farm Bureau's annual Marketbasket survey that rang in at \$58.81. [[Read More](#)]

Thanksgiving Dinner

IN 2022, AMERICAN FARMERS PRODUCED...

 <p>210 MILLION TURKEYS VALUED AT \$7.1 BILLION</p>	 <p>MINNESOTA LED THE U.S. IN TURKEY PRODUCTION</p>	 <p>MORE THAN 1.6 BILLION LBS. OF PUMPKINS VALUED AT OVER \$272 MILLION</p>	 <p>ILLINOIS PRODUCED THE MOST PUMPKINS WITH 38% OF ALL U.S. PRODUCTION</p> <p>THAT'S A LOT OF PUMPKIN PIES!</p>
 <p>8 MILLION BARRELS OF CRANBERRIES</p> <p>WISCONSIN WAS THE TOP CRANBERRY PRODUCING STATE</p>		<p>1.4 BILLION LBS. OF GREEN BEANS VALUED AT MORE THAN \$325 MILLION</p> <p>ALMOST 5.7 BILLION LBS. OF SWEET CORN VALUED AT \$809 MILLION</p>	
<p>OVER 40 BILLION LBS. OF POTATOES WERE HARVESTED VALUED AT \$5.1 BILLION</p>		<p>OVER 2.6 BILLION LBS. OF SWEET POTATOES VALUED AT \$598 MILLION</p>	

Source: USDA's National Agricultural Statistics Service
 Dollar values based on the average price producers received at point of first sale.

  **United States Department of Agriculture**
 National Agricultural Statistics Service

WATA Membership is an investment in your Agricultural Tourism Destination!

Be sure to renew in November and December 2023 to take advantage of 2023 tax benefits.

[ONLINE MEMBERSHIP FORM](#)

Reasons to Join WATA in 2024...

First reason why more and more farmers are joining the Wisconsin Agricultural Tourism Association: Our updated website helps individuals and families find Wisconsin's agriculturally based adventures. The user-friendly [WATA website](#) makes it easy to find corn mazes and pumpkin patches, event barns, petting zoos, U-pick opportunities, or vineyards. Want to take a pasture walk, meet sheep, or cut down a Christmas tree? This website makes it easier for consumers to locate tourism opportunities across the entire state. Join WATA and have your destination added to the Wisconsin Agricultural Tourism Association Website.

Second reason why farmers value their WATA membership: Wisconsin Agricultural Tourism Association advocates for regulations that can help farmers and growers open their operations to visitors year round. WATA engages with various state-level leaders and departments to promote a business environment that will make it possible to expand tourism opportunities. WATA worked to establish Wisconsin Act 269; [find more facts here](#).

Third reason WATA members join and renew their memberships year after year: As a WATA member, you'll have access to member-only educational webinars, monthly newsletters and conferences that will help and support the growth of your business. For example, how do you price entry fees for your activities? What are the regulations around selling food? And what about using social media? Because of our strong partnerships with farm organizations, the Wisconsin Department of Tourism, the Department of Agriculture, Trade and Consumer Protection, and other agencies, WATA provides members with updates about many factors affecting tourism.

Join or Renew Your WATA Membership [online](#). Then register for member-only educational webinars and conferences. Registration will be open December 18, 2023, for WATA's 2024 online Agricultural Tourism Educational series: Enhancing and Growing your Agricultural Tourism Destination.

WATA is...

An organization that can help you find other farmers with knowledge and experience that are willing to share what they've learned. Ultimately, the Wisconsin Agricultural Tourism Association is about offering information, connections, and advocacy that will help you as you work for your success, growing and enhancing your Agricultural Tourism Destination.

Thank you for your time and promptness in renewing your 2024 Membership. Please don't hesitate to contact Sheila Everhart, WATA Executive Director, with any questions or comments. She can be reached at (608) 774-1354 or director@wiagtourism.com.

Make sure to check out our [Wisconsin Agricultural Tourism Facebook](#) page!

Are you interested in serving as a WATA Board Member?

WATA will have elections for Board Positions March 2024. Please contact/text Sheila at (608) 774-1354 if you are interested in being a candidate.



NEWS TO KNOW...

2024

★ Join WATA Members at the **GROWING WISCONSIN CONFERENCE** (FORMALLY KNOWN AS WISCONSIN FRESH FRUIT AND VEGETABLE CONFERENCE)

~Kalahari Resort – WI Dells

~Conference Registration [link](#).

~Conference Information [link](#).

~**Member Registration** - \$75* / Person ~ **Non-Member Registration** - \$85* / Person
On-Site Registration Additional \$10 / Organization. *Price increases December 20, 2023.

★ Agricultural Tourism continues to gain huge popularity. The Agricultural Tourism Market is projected to reach \$62.98 Billion by 2027; according to Allied Market Research with a considerable 13.6% CAGR (compound annual growth rate) from 2021 to 2027.

Growing Wisconsin Conference

(Formerly known as Wisconsin fresh Fruit and Vegetable Conference)

Harvesting Knowledge, Cultivating connections,
Producing quality and Promoting success



January 21-23, 2024 | Wisconsin Dells, WI

We've got one more chance to get SB268 stopped!

Here's a link to send a message to the Governor. Please fill it in and send it on and then share the link with others. This bill will cost couples more money, take away dollars from all the other vendors and small rural businesses that private event venues help support, and it will hurt farmers who need the extra income provided by renting space for private events on their farm. Not to mention how it may affect some vacation rental property owners, too.

Link to Quorum <https://instituteforjustice.quorum.us/campaign/53253/>

Call on Governor Evers to Veto SB 268 and Support Wisconsin Family Farms!

Many Wisconsin farms rent out historic restored and re-purposed barns (also known as wedding barns) to people for private events. Their business model is simple: They rent out private space on their private property for invitation-only private events. Wisconsinites often rent wedding barns for life celebrations, like weddings, birthdays, retirement celebrations, and family reunions. This private event model is popular with consumers and used to pay farms' expenses and preserve their history of being a working agricultural farm. It is also 100% legal under state law. In fact, wedding barns have been safely and legally operating in Wisconsin for over 40 years.



The state's alcohol industry is pushing proposed language that will harm Wisconsin family farms by unnecessarily limiting their ability to rent out wedding barns. Current legislation would require private event venues, including farms, that host events where invitation only adult guests consume alcohol to get a permit and limit these events to no more than six days per year and one day per month.

These restrictions will impose a heavy burden on small farms that simply want to rent out wedding barns. It will also take away farms' ability to diversify and supplement their income, which is often necessary in today's economy to protect the economic vitality of small farms and rural communities in the state.

You can help protect Wisconsin's family farms—and consumer choice for all Wisconsinites—by contacting Governor Evers. Ask Governor Evers to veto SB 268. The state should not classify private farms as a “public place” for invitation-only private events where invited adult guests consume alcohol, and the state should not limit how often farms can rent private space to private parties.



Be sure to let Governor Evers know why supporting small farms is important to you, your family, and your community.

To show more support, please contact the Governor's Office at +1-608-266-1212 to share your views on this legislation.

Make your voices heard!

**Support WATA Christmas Tree Producers
this Holiday Season!**



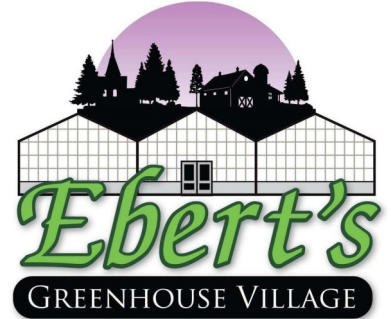
[Circle K Farms](#)

COZY NOOK FARM

www.cozynookfarms.com



[Enchanted Valley Acres](#)



[Ebert's Greenhouse](#)



[Eugster's Farm Market](#)



[Jerry Smith Farm](#)



Francis Trees

[Francis Trees](#)



[Summers Christmas](#)

[Tree Farm](#)



[Miller's Christmas Trees](#)



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