

## Governor's Proclamation September 19th — October 31st, 2024 Wisconsin Agricultural Tourism Fall Season Throughout the State of Wisconsin

[Audio File of Radio Address.](#)

A copy of the Governor's proclamation is available [here](#).



**Tony Evers**

Office of the Governor | State of Wisconsin

FOR IMMEDIATE RELEASE: October 3, 2024

Contact: [GovPress@wisconsin.gov](mailto:GovPress@wisconsin.gov)

### Gov. Evers Delivers Radio Celebrating the Wisconsin Agricultural Tourism Fall Season

[Audio File of Radio Address.](#)

MADISON — Gov. Tony Evers today delivered his weekly radio address highlighting the Wisconsin Agricultural Tourism Fall season and the industry's role as a key economic driver for tourism, farm families, and communities across the state. Gov. Evers proclaimed September 19 through October 31, 2024, as Wisconsin Agricultural Tourism Fall Season. A copy of the governor's proclamation is available [here](#).

*Hey there, Wisconsin! Governor Tony Evers here.*

*Here in Wisconsin, we're fortunate to have all four seasons—each one more beautiful than the last.*

*So, it's no wonder why we've seen back-to-back record-breaking years for Wisconsin tourism.*

*And fall is one of the best times of year to get out and explore.*

*Whether it's hiking at one of our beautiful state parks to see the fall colors, tailgating at Lambeau, strolling a local harvest festival, or visiting a pumpkin patch, apple orchard, or corn maze at one of our local family-owned farms, there's no shortage of ways to enjoy fall in Wisconsin.*

*The fall tourism season is also an important economic engine for our state, especially for agricultural tourism, providing income for family farms and small businesses during the off-season and generating millions of dollars for our tourism industry.*

*And this year, we're excited to have even more to offer with four NFL Draft-themed corn mazes that celebrate our rich agricultural history and our excitement as we gear up to host the 2025 NFL Draft.*

*Here in Wisconsin, farming and football are part of our DNA, and we wear our title of "America's Dairyland" and our cheeseheads with pride.*

*So, we're encouraging everyone to get out there this fall to check out these corn mazes and all the amazing opportunities we have for agricultural tourism in the state.*

*You can also check out Travel Wisconsin's annual Fall Color Report online to track the fall colors and plan your next adventure.*

*So, have fun, get out there and support our local farmers and producers this fall, and take care, folks.*

*Thank you.*

An online version of this release is available [here](#).

###



# WATA Members' Corn Mazes included in the MAZE CHALLENGE

September 19 - October 31, 2024

Send us your design photos, videos and reels.



**WATA**  
WISCONSIN AGRICULTURAL TOURISM ASSOCIATION

**gather**  
WISCONSIN  
gatherwisconsin.com

# MAZE CHALLENGE

VISIT A WISCONSIN CORN MAZE  
THIS FALL BETWEEN  
SEPTEMBER 19 & OCTOBER 31 FOR A  
CHANCE TO WIN PRIZES!

GO TO [WIAGTOURISM.COM](http://WIAGTOURISM.COM) TO  
FIND A CORN MAZE NEAR YOU!

**TO ENTER:**

- VISIT A WI CORN MAZE
- TAKE A PHOTO OF YOUR VISIT
- POST TO FACEBOOK AND  
INCLUDE TAG #WATAMAZE
- RANDOM WINNERS WILL BE  
ANNOUNCED ON FACEBOOK

BY ENTERING THIS CHALLENGE, YOU ARE GIVING WATA PERMISSION TO UTILIZE YOUR PHOTO ON WATA SOCIAL MEDIA PLATFORMS AND/OR MARKETING MATERIALS.

Visit a Wisconsin Agricultural Tourism Association Members' Corn Maze.  
Take photo of your visit. Post to Facebook with tag #WATAMAZE.  
Random Winners will be announced on Facebook.

## In the News...

~Take time to listen to these great [Podcasts from GoWIAgTourism](#)

~Here is the latest [newsletter](#) from Wisconsin Farm Bureau.

~Check out this [webinar](#) from the Wisconsin Farm Bureau Lunch and Learn: Wisconsin Agricultural Tourism.



Wisconsin Farmers Union  
Wisconsin Agricultural Tourism Association

## LUNCH AND LEARN WISCONSIN AGRITOURISM

WEDNESDAY, SEPTEMBER 18 AT 12PM

Join us to learn about Wisconsin's Agricultural Tourism Industry; why it is an economic revenue stream for farmers and how to get started using your current farm assets.



REGISTER AND LEARN MORE AT:  
[WISCONSINFARMERSUNION.COM/EVENTS](http://WISCONSINFARMERSUNION.COM/EVENTS)

## News to Know...

~[Wisconsin agricultural tourism season kicks off at Draft-themed corn maze at Chilton farm](#)  
Fox 11... Wisconsin Agricultural Tourism Association. WATA is kicking off the fall tourism season at Polly's Pumpkin Patch in Chilton. For more than two ...

~[A-maze-ing: Gov. Evers visits Petals & Plows | News | riponpress.com](#)  
Ripon Commonwealth Press... Wisconsin Agricultural Tourism Association Executive Director Sheila Everhart noted to the crowd that the NFL Draft will generate more than \$94 ...

~[NFL Draft-themed corn maze comes to Ripon | News | riponpress.com](#)  
Ripon Commonwealth Press... Wisconsin Agricultural Tourism Association (WATA). "We started to come up with ideas for our maze and presented them to MazePlay, where they put ...

~[Wisconsin Agriculture Highlights 2025 Draft | WTAQ News Talk | 97.5 FM](#)  
WTAQ ... The Wisconsin Agricultural Tourism Association provides farmers with marketing, education, networking and public policy service. Agricultural Tourism ...

~[Feltz's Dairy Store in Stevens Point celebrates 2025 NFL draft with corn maze](#)  
Stevens Point Journal... Throughout September, the Wisconsin Agricultural Tourism Association and Wisconsin Farm Bureau Federation's Gather Wisconsin hosted ceremonies at four ...

~[Baby goats in Packers gear make an appearance at LaClare Creamery - MSN](#)  
Thursday marked the beginning of the Wisconsin agricultural fall tourism season. Hedrich says it's a great time to support Wisconsin farmers and ...

~[Economic Impact Draft 2025 brings to Wisconsin - Midwest Farm Report](#)

~[Corn Mazes debut 2025 Draft](#)

~[WJFW.com Story Lake Nokomis Cranberries](#)  
Evers visits Lake Nokomis Cranberries to celebrate agricultural tourism...

~[Fast Facts About Agriculture & Food](#)  
USDA Census of Agriculture, 2022, American Farm Bureau Foundation, and AgFoundation.org



Join Farm /Art DTour 2024 for a free self-guided excursion through 50 miles of scenic farmland in rural Sauk County, Wisconsin, punctuated by site-responsive artworks, pasture performances, roadside poetry, local food markets and more. Inviting thousands to appreciate the art of what farmers do every day, the Farm/Art DTour invites you to come closer to the land that supports us all.

There are two trailheads for the route: Sauk Prairie Area Chamber of Commerce 109 Phillips Blvd. Sauk City, WI 53583 and Kraemer Library & Community Center 910 Main St. Plain, WI 53577

For more information, visit our Farm/Art DTour page: <https://www.wormfarminstitute.org/programs/farm-art-dtour>

A promotional graphic for a conference. On the left, an orange box contains the text "JOIN US" in white, "JANUARY 26-28, 2025" in white, and a red button that says "REGISTER HERE" in white. Below this, text describes the conference: "The Wisconsin Fresh Fruit and Vegetable Conference is a 3 day event that offers educational seminars, networking opportunities and business management strategies to growers of fresh produce and the industries using that produce. Attendees are able to choose from sessions in seven different tracks." On the right, a photograph shows a large room with many people seated at tables, facing a screen. Overlaid on the photo in large red letters is "REGISTRATION OPENS" and "OCTOBER 7th, 2024".

The Agricultural Tourism Schedule and Speakers will be announced and included in the November Newsletter. Block out the Dates of January 26-28, 2025. Join WATA Members for Networking, Learning and Fun. [Link to Growing Wisconsin Website](#)

Madison, Wis. — Oct. 3, 2024 — Rural Mutual Insurance Company and Badger Mutual Insurance Company, with a combined 227 years of providing farm, commercial and personal policies, announce an affiliation subject to regulatory approval with an anticipated effective date in January 2025.

Rural Mutual and Badger Mutual are well-respected Wisconsin-based brands that each bring value to the affiliation, including an extensive breadth of industry knowledge, exceptional customer service, and deep community involvement.

Both companies share a similar vision and culture that will support collaboration, and they will each retain their distinct brand identities. They believe this affiliation will generate long-term growth and stability for employees, agents, and policyholders.

“The opportunity to affiliate these two reputable brands for mutual growth is exciting, and we look forward to working together to increase the value of both organizations even more,” said Dan Merk, Rural Mutual Executive Vice President and CEO. “Even beyond our shared Wisconsin roots, Badger Mutual’s consistent commitment to their employees and communities make them a perfect cultural fit for us.” [Read More.](#)



## Rural Mutual and Badger Mutual Announce Affiliation

W I S C O N S I N  
**SCIENCE FESTIVAL**  
CURIOSITY UNLEASHED.

Join us for the 2024 Wisconsin Science Festival on **October 14-20!**

[About](#) [Find an Event](#) [Host an Event](#) [Volunteer](#) [For Educators](#) [Donate](#) [Sponsor](#)

### Porter's Patch Corn Maze



## Wisconsin Science Festival—Curiosity Unleashed

Wisconsin Agricultural Tourism Association has been asked to partner with the 2024 Wisconsin Science Festival to help promote and educate students, families and communities about....Agriculture! The 2024 festival theme of Agriculture is a great opportunity for you to showcase what you do at your Agricultural Tourism Destination October 14-20, 2024.

The focus is on agriculture, aiming to showcase its profound impact on our world. Their mission is to illustrate the interconnectedness of agriculture within our state’s economy, society, well-being, and the overall future of humanity through the lens of science, art, and technology.

Check out the 2024 Wisconsin Science Festival [event map](#) to find an on-farm event near you!

## Mark your calendars...

- Wisconsin Agricultural Tourism Fall Season September 19 - October 31, 2024
- *Ag Tourism Track Wisconsin Science Festival* –October 14-20, 2024
- Destinations Wisconsin Conference November 14 – 15, 2024
- Wisconsin Farm Bureau Federation Annual Meeting December 7-9, 2024
- Wisconsin Farmers Union Annual Convention December 13-15, 2024

Register for 2025  
Peer-to-Peer  
Mentoring  
Program.  
Starting Feb 2025  
[GoWIAgTourism](http://GoWIAgTourism)



P2P Mentoring Program Application SCBG23-10

## Growing Wisconsin Conference

Formerly Wisconsin Fresh Fruits And Vegetable Conference.

\*More details in November issue.

# 2025

## Growing Wisconsin Conference

(Formerly known as Wisconsin fresh Fruit and Vegetable Conference)

Harvesting Knowledge, Cultivating connections,  
Producing quality and Promoting success



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AMERICA'S #1 AG NEWS SOURCE



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