



Happy Thanksgiving to all of our WATA Members!

The price of a traditional Thanksgiving meal in Wisconsin is up 6.7% according to Wisconsin Farm Bureau's annual Marketbasket survey that rang in at \$61.84, an increase of \$3.88 from the 2024 survey of the same items. The Marketbasket survey looks at the price of popular food items used to prepare a Thanksgiving meal sufficient to serve 10 people. This survey allows for Wisconsin food prices to be compared with food prices from across the country.

| | Wis. 2025 | Wis. 2024 | National 2025 | National 2024 |
|------------------------------------|----------------|----------------|----------------|----------------|
| Turkey, 16 lbs. | \$27.84 | \$25.60 | \$21.50 | \$25.67 |
| Milk, 1 gallon whole | \$3.52 | \$3.24 | \$3.73 | \$3.21 |
| Cream, half pint | \$1.89 | \$2.06 | \$1.87 | \$1.81 |
| Dinner rolls, 12 | \$3.57 | \$3.79 | \$3.56 | \$4.16 |
| Relish tray (1 lb. carrots/cebery) | \$1.98 | \$0.86 | \$1.36 | \$0.84 |
| Fresh cranberries, 12 oz. | \$2.19 | \$2.20 | \$2.28 | \$2.35 |
| Pumpkin pie mix, 30 oz. | \$4.41 | \$4.23 | \$4.16 | \$4.15 |
| Pie shells (2) | \$3.53 | \$3.42 | \$3.37 | \$3.40 |
| Cube stuffing, 14 oz. | \$3.44 | \$3.59 | \$3.71 | \$4.08 |
| Sweet potatoes, 3 lbs. | \$3.99 | \$3.15 | \$4.00 | \$2.93 |
| Frozen green peas, 1 lb. | \$2.03 | \$2.07 | \$2.03 | \$1.73 |
| Miscellaneous ingredients | \$3.75 | \$3.75 | \$3.61 | \$3.75 |
| TOTAL | \$61.84 | \$57.96 | \$55.18 | \$58.08 |

| | Retail Price: | Farmer's Share: | Percentage of consumer dollar received by producer: |
|-------------------------------------|---------------|-----------------|---|
| Turkey – price per pound | \$2.49 | \$0.06 | 2.4% |
| Mashed Potatoes – 8 lbs. Russets | \$6.99 | \$0.94 | 13.5% |
| Stuffing – 12 oz. box | \$4.59 | \$0.06 | 1.3% |
| Pumpkin Pie – 15 oz. can of puree | \$1.79 | \$0.18 | 10.1% |
| Cranberries – 12 oz. | \$2.99 | \$0.95 | 31.9% |
| Boneless Ham – 2 lbs. | \$12.98 | \$1.58 | 12.2% |
| Sweet Corn – 15.25 oz. can, organic | \$2.19 | \$0.36 | 16.5% |
| Dinner Rolls – 18 oz. | \$4.49 | \$0.09 | 2.02% |
| Green Beans – 12 oz. steam bag | \$2.49 | \$0.62 | 24.9% |

GROWING WISCONSIN CONFERENCE Jan 18-20, 2026

[Register today.](#)

[Book your Kalahari Room prior to Dec 20th.](#)

Schedule:

Sunday, January 18, 2026, Trends in Agricultural Tourism Track

-6 pm Farm-to-Table Dinner (Ticket Event hosted by the Winery Association).

Monday, January 19, 2026, Trends in Agricultural Tourism Track

-8-9 a.m. “Trends in Agricultural Tourism; Collaborative Marketing & Social Media Marketing Panel. Who is traveling, what are spending trends, and how do your guests communicate.”

Shawn Lehman, Malorie Paine, and Andrew Nussbaum

-9:15- 10:15 a.m. “Farm Diversification -Pivoting for Profit Panel; This is how they/we do it! School Field Trips, Going Cashless with the absence of the retired penny, Farm Stays & International Agricultural Tourism; Ireland” Bonnie Keyes and Dorothy Harms

-10:30 -11:30 a.m. “Farm Family Diversification; U-Pick Christmas Trees & Agricultural Event Venue ... Navigating the new law ...transitioning to selling alcohol on the farm.”
Jeff Aissen, Tammy Aissen, Skyla Vanderbloemen and Nathan Vanderbloemen

-11:30 a.m. – 12:15 pm Lunch Networking / Trade Show Area

-12:15 p.m.- 1 p.m. WATA Annual Meeting - hosted by WATA Board

-1 p.m. – 1:45 p.m. “Farm Diversification Panel - Flower Experiences for a Profit/ Cause Tulips, Sunflowers, Zinnias & Cosmos” Emily Dwyer, Malorie Paine, and Erin Avila-Vissers

-2 p.m. - 2:30 p.m. “The Smell of Profits Farm Diversification Lavender & Value Added Products Panel”
Staci Walters, John & Sandy Buchholz

-2:30 - 3 pm. Farm Safety, I did not think of that! Fire Mapping & Checklists Pannel
Melissa Ploekelman Brown and Jerry Minor

-3:15-4:15 pm Keynote Speaker Presentation: *Ordinary to Extraordinary- The Little Difference that Brings Success in Agriculture by Andrew McCrea, 5th Generation Farmer, Author, Podcaster, and Oscar-Winning TV & Radio Broadcaster. Speaker sponsored by WCTPA with contributions from WATA.*

-4:30 p.m. – 6 p.m. Social and Cash Bar in Trade Show Area

-4:30-5:30 pm. Round Tables /WATA Networking in trade show area ***

- 1) **Facebook/ Social Media/ Blogs-** Shawn Lehman
- 2) **Farm Stays / International Agricultural Tourism Ireland-** Dorothy Harms
- 3) **Food on the Farm-**Brian & Melissa Schuett
- 4) **Starting a Flower Farm -** Malorie Paine & Erin Avila-Vissers
- 5) **Brand Marketing Tips for beginners -**Abigail Winkel
- 6) **Starting Farm Camps/Going Cashless -** Bonnie Keyes
- 7) **Safety on the Farm Checklists, Walkthroughs and Signage -** Melissa Ploekelman Brown
- 8) **What the Wisconsin Agricultural Tourism can do for you -** Clara Hedrich
- 9) **Having a Voice in Madison -** Michelle Rameriz White
- 10) **Fire Mapping your destination for emergency services -** Jerry Minor, Pittsville Fire Department
- 11) **Collaborative Marketing; Farm Crawl 2025/Apple River Farm Tour -** Emily Dwyer & Sylvia Burgos Toftness
- 12) **Agricultural Event Venues; Navigating the new law; transitioning to selling alcohol on the farm-**Skyla Vanderbloeman
- 13) **Navigating Government Entities -** How to communicate with elected officials. Sue Nelson & Jean Bahn

Tuesday, January 20, 2025, Trends in Agricultural Tourism Track

8 a.m. – 9 a.m. Insurance; how is my insurance risk calculated? What is Wisconsin Compensation Rating Bureau? What do they do? How are they funded? What is the benefit for Agricultural Tourism Destinations. Doug Ross, Legal Services and Ashley Williams, Vice President of Underwriting Rural Mutual Insurance.

9:15 a.m. – 10:15 a.m. Understanding Act 73 - WI Alcohol Law – No Sale Event Permits; DOR alcohol enforcement division Department of Revenue Staff. Ann DeGarmo, Supervisor, Education & Outreach Unit Division of Alcohol Beverages. Zac Dolan, Bureau Director of Permitting, Reporting and Legal Services. Division of Alcohol Beverages.

10:30 am – 11:30 a.m. Understanding Act 73 - WI Alcohol Law - Steps to securing a liquor license DOR alcohol enforcement division Department of Revenue Staff
Ann DeGarmo, Supervisor, Education & Outreach Unit Division of Alcohol Beverages. Zac Dolan, Bureau Director of Permitting, Reporting and Legal Services. Division of Alcohol Beverages.

Noon Conference Adjourns

A Heartfelt Update from Your Wisconsin Agricultural Tourism Association Board

As we look ahead to 2026, we want to thank you for being part of the vibrant, growing community that makes Wisconsin's agricultural tourism so special. Your support helps us champion farms, celebrate rural heritage, and build a thriving future for agricultural tourism across our state.

Starting January 1, 2026, WATA's annual membership dues will adjust to \$150. This change -- the first in 13 years -- reflects our continued commitment to providing strong advocacy, collaborative marketing, educational resources, and meaningful partnerships that benefit you and the entire agricultural tourism industry. □



Why WATA Matters

For over 32 years, WATA has been the trusted voice for Wisconsin's agricultural tourism. We're proud to be:

- A nonprofit dedicated to preserving small-farm sustainability and rural traditions
- A connector—bringing farms, businesses, and communities together through marketing, education, and policy engagement
- An advocate—working to remove barriers and promote fair, informed policies that support agritourism

Our Shared Goals

Together, we're building a future where agricultural tourism:

- Enhances farm profitability and preserves family farms
- Offers meaningful educational experiences for visitors
- Drives sustainable rural economic development
- Strengthens local economies through collaboration

Celebrating Progress

Since December 2022, WATA has proudly led the LUV R AG, Wisconsin campaign—positioning our state as America’s Agricultural Tourism Destination. Thanks to your involvement, Wisconsin continues to shine as a national leader in agricultural tourism. In fact, organizations such as the National Extension Tourism Network and leaders from territories and states such as Puerto Rico, Maryland, Tennessee, Pennsylvania and Ohio *have reached out to WATA to learn more about advancing the promotion and growth of their agricultural tourism industry. WATA was also awarded a federal grant to help us provide farmers the information we need to bolster agricultural tourism know-how and economic potential. This is a testament to the power of our farms, our stories, and our shared commitment to rural vitality.*

We’re excited for what’s ahead—and grateful to walk this path with you. Thank you for being part of WATA and for helping us grow a resilient, welcoming, and prosperous agricultural tourism community in Wisconsin.

If you have any questions or concerns, please feel free to reach out to Sheila Everhart, Executive Director or any of our dedicated Wisconsin Agricultural Tourism Association Board Members.

Warmly,
The WATA Board

2026 Membership Renewal *Don’t Miss Out...Renew Today!*

The Wisconsin Agricultural Tourism Association (WATA) would like to invite you to continue your support of Agricultural Tourism by being a 2026 member. Make sure we receive your 2026 membership promptly as 2026 will be another banner year. Events will start in January 2026. Take a minute to create, review and update your membership application features. Be sure to let visitors know what is new for your destination in 2026. Mark your calendar as our statewide promotion of Wisconsin Agricultural Tourism Fall Season, September 11 – November 1, 2026.

Annual Membership Fee \$150.00 (Membership runs Jan – Dec 2026)

Simply go to www.wiagtourism.com/membershipform to complete renewal today!

WATA Membership is an investment in your Agricultural Tourism Destination!
Be sure to renew in 2025 to take advantage of 2025 tax benefits.

Reasons to Join WATA in 2026...

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 **UPDATED (Dec. 15)** [WATA website](#) will make it easier 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 is now open, for WATA's 2026 online

Agricultural Tourism Educational series: Enhancing and Growing your Agricultural Tourism Destination.

Contact Sheila if you are interested in learning more about the 2026 Peer-to-Peer Mentoring Cohort. [2026 Peer-to-Peer Mentor Application](#).

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 2026 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!

THANK YOU FOR YOUR SUPPORT!

Are you interested in serving as a WATA Board Member?

WATA will have elections for Board Positions January 2026. Please contact/text Sheila at (608) 774-1354 if you are interested in being a candidate.

Wisconsin Christmas Tree Farms

Experience the magic and old-fashioned charm of Wisconsin Christmas tree farms!

There's nothing like the scent of fresh pine and twinkling lights to make the holidays feel complete. This year, skip the big-box stores and celebrate the season the Wisconsin way — shop local, support family farms, and make lasting memories at one of our beautiful Christmas tree farms. These farms invite you to enjoy the simple joys of the season from cutting your own tree and sipping cider by the fire to browsing cozy gift shops filled with handmade wreaths and holiday cheer.

Schuett Farms — Mukwonago, WI

At Schuett Farms, you'll find pre-cut Christmas trees in a variety of favorites: Fraser Fir, Balsam, Canaan Fir, Scotch Pine, and White Pine. Their selection of fresh wreaths and garlands is perfect for adding that classic holiday touch to your home. While you're there, enjoy festive photo ops and family fun that will make your visit merry and bright.



Miller's Christmas Tree Farm — Rio, WI

For more than 20 years, Miller's Christmas Tree Farm has been helping families create lasting memories. Take a free horse-drawn wagon ride through the fields in search of your perfect tree, then warm up in their gift shop with a cup of hot apple cider while the kids visit Santa. Explore trails through the woods, enjoy the aroma of fresh roasted chestnuts, and shop handmade wreaths in every size. Choose from nine tree varieties, including Fraser, Balsam, Canaan, Scotch, White & Red Pine, and Spruce, available for cut-your-own or pre-cut.



Aissen Christmas Tree Farm — Luxemburg, WI

Step into a winter wonderland at Aissen Christmas Tree Farm, where holiday magic awaits at their annual Open House. Enjoy live holiday music, complimentary hot cocoa and cider, and let the kids explore the life-size gingerbread playhouse along the winding brick path. Shop the 2,000 sq. ft. gift shop featuring over 40 themed trees and 7,000 ornaments, plus handmade wreaths and live greens — the perfect place to find something special for your home or to gift a friend.



Summer Christmas Tree Farm — Middleton, WI

A family tradition since 1950, Summer Christmas Tree Farm offers both cut-your-own and pre-cut trees, complete with saws and tree baling. Visit their charming Christmas Shop for unique holiday décor and one-of-a-kind gifts. Fresh wreaths, boughs, and garlands are available while supplies last — so come early for the best selection!



Country Roots Farm — Loganville, WI

Starting Black Friday, Country Roots Farm opens its home Christmas tree lot featuring fresh-cut Balsam and Fraser Firs. The team will give your tree a fresh cut and wrap it for easy transport. They also handcraft premium evergreen wreaths, porch pots, and pine garlands, available in all shapes and sizes. Custom orders are welcome — perfect for adding a personal touch to your holiday décor.



Eugster's Farm Market — Stoughton, WI

At Eugster's, the joy is in the experience! Pick up a bow saw and head out to cut your own Christmas tree. Once you've made your selection, the team will shake and bale it for you. While you're there, browse local goodies like honey, jams, candles, and handmade gifts — perfect stocking stuffers for everyone on your list.



Enchanted Valley Acres — Cross Plains, WI

Enjoy a wagon ride to the fields to choose and cut your tree at Enchanted Valley Acres or select from their beautiful pre-cut trees. The farm also offers fresh wreaths, garlands, and swags, plus a gift shop and concessions to make your day extra festive. Check their website for special holiday events throughout the season — it's a wonderful place to make family memories!



Wisconsin tree farms are ready to welcome you with warm smiles, holiday cheer, and freshly cut evergreens. Buying your Christmas tree locally supports family farms, strengthens rural communities, and keeps cherished traditions alive.

For more information about Wisconsin agricultural tours destinations, visit WIAgtourism.com.

Wisconsin Holiday Agricultural Experiences

Wisconsin farms and agricultural destinations shine extra bright during the holiday season. From sparkling greenhouses to live nativities, breakfast with Santa to enchanting sleigh rides, these farm-based experiences invite families to slow down, savor the moment, and celebrate the joy, tradition, and meaning of Christmas. Here's your guide to some of the most festive, heartwarming holiday events happening across the state.

Lumen Christi Farm – Reedsville, WI

Experience the beauty and reverence of the season at Lumen Christi Farm during their Live Nativity on December 19 and 20 at 6:30 PM. This Advent pilgrimage brings the Christmas story to life with real animals, live actors, beautiful music, and peaceful moments of adoration. Surrounded by rolling hills and quiet countryside, the farm offers a serene escape from the busy world and an opportunity to reflect, renew, and reconnect with nature. Tickets must be purchased in advance.



Busy Barns Farm Adventures – Fort Atkinson, WI

Celebrate the magic of Christmas at Busy Barns Farm Adventures during their festive Christmas on the Farm weekends, December 6, 7, 13 & 14 from 9am–1pm. Explore more than 20 beautifully decorated trees, take joyful family photos, visit with Santa and barnyard animals, and enjoy story time with Mrs. Claus. Roast marshmallows, sip hot cocoa, and visit Santa's stables to meet and feed the animals—an unforgettable holiday outing for families of all ages.



Bittersweet Farms – Bruce, WI

Bittersweet Farms offers the region's premier wagon and sleigh ride experience, perfect for embracing the season's rustic charm. Whether you choose a cozy wagon ride through scenic trails or a sparkling sleigh ride through fresh snow, each journey invites visitors to slow down, breathe in the crisp winter air, and enjoy time together. With warm hospitality and attention to detail, Bittersweet Farms delivers magical, memory-making moments for everyone.



Apple Holler – Sturtevant, WI

Apple Holler's Holly Jolly Jubilee—held December 6, 7, 13, 14, 20 & 21 from 10am–3pm—brings a burst of Christmas cheer to every corner of the orchard. Sing with the elves, mail a letter to Santa, decorate gingerbread cookies, and explore the NEW Gingerbread Village. Ride the Candy Cane Express Train through a winter wonderland, visit Mrs. Klaus' cocoa and donut shop, strike a pose at the Rockin' Reindeer photo op, and snuggle by the campfire with s'mores before visiting the famous Golden Goat Bridge.

Ebert's Greenhouse Village – Ixonia, WI

Beginning November 22, Ebert's Greenhouse Village transforms into a Christmas wonderland filled with twinkling lights, fragrant evergreens, and festive displays. Visitors can participate in popular holiday workshops—from winter container design to wreath-making—while little ones enjoy crafts and special visits from Santa and Mrs. Claus. With unique gifts, lush houseplants, fresh-cut evergreens, and charming décor, Ebert's is the perfect place to immerse yourself in the cozy magic of the season.



Warm Belly Farm - Cottage Grove, WI

Holiday in The Hoops brings an enchanting Christmas walk-through experience to Warm Belly Farm Fridays-Sundays from November 28 through December 21, 5-9pm. Wander through glowing growing hoops filled with lights, whimsical décor, and immersive displays. Seasonal treats and joyful surprises make each step feel like stepping into a Christmas storybook—an ideal outing for families, date nights, or anyone who loves holiday charm.



Food + Farm Exploration Center - Plover, WI

Enjoy a festive morning at the Food + Farm Exploration Center during their Breakfast With Santa Experience, held 8am-12pm. Families are treated to a farm-to-table breakfast, creative holiday crafts, and cheerful photo opportunities with Santa and Sunny Sweet Corn. With discounted admission to explore 60+ hands-on exhibits afterward, this event combines delicious holiday flavors with interactive learning and plenty of seasonal joy.



Farm Wisconsin Discovery Center - Manitowoc, WI

Breakfast at the North Pole on December 6 from 8:30am-12pm turns Farm Wisconsin Discovery Center into a magical holiday haven. Meet live reindeer, visit the adorable "Santa Calf," enjoy crafts and conversations with Mr. and Mrs. Claus, and savor a farm-fresh breakfast with interactive stations featuring local meats, pastries, dairy favorites, and a dreamy Hot Chocolate Bar. With timed breakfast seating and full admission included, it's the perfect festive family tradition



Holiday Shopping on Wisconsin Farms

Shop local this holiday season: Wisconsin Farms offer unique gifts and experiences!

The holiday season is upon us — and what better way to celebrate than by supporting local farms and artisans across Wisconsin? Members of the Wisconsin Agricultural Tourism Association (WATA) are opening their doors for festive shopping, farm-fresh gifts, and cozy seasonal experiences that you won't find in a big-box store. From handcrafted goods to farm-raised products, these stops make it easy to find thoughtful gifts while supporting family farms that keep Wisconsin's rural communities thriving.

Shopping with WATA members means supporting Wisconsin's small businesses, family farms, and local artisans. Each purchase helps sustain the people and places that make our state so special. Plan your holiday shopping route, bring your friends, and make it a day of local adventure and festive fun.

For more information about Wisconsin agricultural tours destinations, visit WIAgtourism.com.

Blue Ridge Growers – River Falls, WI

Fall Finds & Barn Tour: Nov 7–9, 14–16, 21–23 Saturdays 10–6 | Sundays 11–5

Kick off your holiday shopping on the scenic Fall Finds & Barn Tour at Blue Ridge Growers. This family farm will be filled with beautiful, locally made treasures — from candles and jewelry to home décor, pie birds, and candies. It's the perfect pre-season event to gather gifts and holiday inspiration while enjoying the cozy charm of the countryside.



LondonDairy Alpacas – Two Rivers, WI

Open Weekends | 10–3 | FREE Admission

Bundle up and head to LondonDairy Alpacas Farm Store for a one-of-a-kind shopping and photo experience. Shop soft and warm alpaca mittens, hats, and scarves — all sustainably made and ideal for Wisconsin winters. Guided tours and holiday photos with the alpacas are available by reservation. Don't forget to pick up a bottle of Peruvian wine to pair with your holiday meals!

Wisolina Farm Alpaca Store - Janesville, WI

Open Nov 28-29 | Dec 6, 13, 20 | 10-4

Looking for a warm and practical gift for Dad or Grandpa? Wisolina Farm's alpaca socks are always a hit! The farm store is open select weekends for stress-free shopping, and visitors are welcome to message ahead if they'd like to stop by later in the day. You might even find some late-season tomato or bell pepper plants still available for your indoor garden.



Glen Innish Farm - Kewaunee, WI

Farm Store: Mon-Fri 11-5 | Sat 9-5 (Online shopping available as well)

Celebrate the holidays at Glen Innish Farm with locally raised beef and lamb, plus a full lineup of artisan goods available online and on-site. During their Christmas Stoll weekends, shop cologne, perfume, gift boxes, spice blends, tea, foot scrubs, and more — ideal for creating unique and thoughtful gift baskets.



Lav13 - Janesville, WI

608 Vintage | Booth #667 | 34 S. Main St.

Lav13 brings the calm scent of lavender to your holiday shopping! Stop by their booth at 608 Vintage to explore hand-crafted lotions, creams, and fresh lavender bundles. Their creations add a touch of serenity to any home — or make the perfect stocking stuffer for someone who needs a little peace and relaxation this season.



Support WATA Christmas Tree Producers This Holiday Season!



Listen to WATA's SCBG 23-10 Podcast
[Growing Wisconsin Christmas Trees Pod-
cast with Jeff from Aissen Tree Farm](#)

Badger Evergreen Farms—Wholesale
N2650 Maple Ln, Merrill, WI 54452

Buffalo Bills Christmas Farm
9612 W Oakwood Rd, Franklin, WI 53132

Circle K Farms
W305S33990 Brookhill Road Genessee, WI
53189

Country Roots Corn Maze & Market
E4637 State Road 154 Loganville, WI 53943

Cozy Nook Farms
S11 W30780 Summit Avenue Waukesha,
Wisconsin 53188

Ebert's Greenhouse Village
W1795 Fox Rd Ixonia, WI 53036

Enchanted Valley Acres
5047 Enchanted Valley Road Cross Plains,
WI 53528

Eugster's Farm Market & Petting Farm
3865 State Hwy 138 Stoughton, WI 53589

Francis Trees
W 3468 Long Crossing Road Rio, WI 53960

Jerry Smith Produce and Pumpkin Farm
7115 38th St Kenosha, WI 53144

Hillview Farms—Wholesale
N7377 4th Dr, Westfield, WI 53964

Honeymoon Acres Greenhouse
2600 Calumet Dr, New Holstein, WI 53061

Lowes Creek Tree Farm , LLC
S9475 Lowes Creek Rd, Eleva, WI 54738

Miller's Christmas Trees
Tree Rex Orchard
N3763 Otsego Rd Rio , WI 53960

Schuett Farms, LLC
W299 S6370 State Rd 83 Mukwonago,
WI 53183

Summers Christmas Tree Farm
4610 Rocky Dell Rd Middleton, WI 53562

Young Acres
N4380 WIS-35 Prescott Wisconsin, 54021

Wisconsin Christmas Tree Producers

In the News...

~[Judge rules against wedding barn owners on liquor license law - WBAY](#)

Just outside Berlin, Jean Bahn runs the Farmview Event Barn, one of the two wedding venues in Wisconsin behind the lawsuit seeking to stop the state ...

~[Wisconsin Farmers Keep the Christmas Tree Industry Growing - Civic Media](#)

Civic Media... agricultural operations running. Dairy farmer Hans Breitenmoser and Sheila Everhart of the Wisconsin Agricultural Tourism Association join Pat ...

~Farm Safety. Maintaining safe walkways is critical for agritourism operators, especially during winter events like "cut-your-own" Christmas tree operations, as slips, trips, and falls are a leading cause of injury in agriculture. Implementing a proactive snow and ice removal plan, ensuring proper lighting, and maintaining clear, even surfaces are key strategies to prevent incidents. Find a checklist to help you do just that: <https://safeagritourism.org/wp-content/uploads/WalkwaysSurfacesAndStructuresChecklist.pdf>. Also, consider addressing ADA compliance by keeping accessible routes firm, stable, and slip-resistant <https://www.ada.gov/>, https://safeagritourism.org/wp-content/uploads/ADA_Guide_Small_Business.pdf. For more details, visit safeagritourism.org.

Upcoming Events...

Conferences & Trade Shows :

- ~WFBF **December 6-7, 2025** WI Dells
- ~WFU **December 13-14, 2025** WI Dells
- ~WAF **January 12-13, 2026** WI Dells
- ~GWIC **January 18-20, 2026** WI Dells Face-to-Face Strategic Planning Board Meeting January 18, 2026 from 1-5 p.m.
- ~WATA **2025 Year in Review - Annual Meeting January 19, 2026 from 12:15-1 p.m. Kalahari, WI Dells**
- ~FEB Marbleseed TBD Feb 26-28, 2026 LaCrosse
- ~MAR- WIGCOT **March 15-18, 2026** Milwaukee
- ~Farm Technology Days **July 14-16, 2026** Stratford
- ~State Fair Tuesday, **August 4, 2026** West Allis

Wisconsin Farmers Union
95TH ANNUAL STATE CONVENTION
SATURDAY, DECEMBER 13

11AM WORKSHOPS:

- Farmer Well-Being in Turbulent Times
- Navigating Today's Ag Policy Crosswinds

2:15PM WORKSHOPS:

- Small Grains, Big Possibilities
- Value-Added Revenue for Farmers: Agritourism

CHECK OUT
WISCONSINFARMERSUNION.COM/CONVENTION
FOR MORE DETAILS & TO REGISTER TODAY!



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