

## PRESS RELEASE

### UNDERSTANDING WHERE YOUR FOOD COMES FROM

#### FOR IMMEDIATE RELEASE

For more information, contact:

Melissa Sabel, 800/236-4636 ext. 16, [melissa@stevenspointarea.com](mailto:melissa@stevenspointarea.com)

**STEVENS POINT, Wis. (February 25, 2008)** –The inner-workings of central Wisconsin agriculture will be showcased during the Central Wisconsin AgVenture "Spud, Berry & Dairy Tour", September 29 through October 1, 2008.

Understanding where your food comes from is of key importance to today's consumer. Discover where your food comes from while visiting the growers and processors who provide the link from the ground to the grocery.

"This tour is an opportunity to view the farms, fields, and processing lines that showcase the unique agricultural product that the Central Wisconsin area has," Sara Brish, Director of Sales & Marketing for the Stevens Point Area Convention & Visitors Bureau.

The tour will feature guided stops of agricultural producers including, Glacial Lake Cranberries, Central Sands Dairy and Heartland Farms, processing facilities including the Russet Potato Exchange, Ocean Spray, as well as the experimental agricultural site of the Hancock Agricultural Research Station.

Agriculture in Portage and Wood Counties contributes heavily to the Wisconsin economy. Wood County is the number one producer of cranberries in the state, providing 27% of Wisconsin's crop, the second largest county producer in the nation. Portage County is the largest producer of potatoes for processing in Wisconsin, producing over 900 million pounds of potatoes in 2006. The value of farm production in Wood County exceeds \$100 million with its strong grain, milk and cranberry production and because of vegetable production, Portage County ranks first in the state of Wisconsin for value of all crops sold.

The reputation of the Wisconsin dairy state is evident in over 36,300 cows that inhabit Wood and Portage Counties. Between the two counties, they produced an equivalent of over one billion eight ounce glasses in 2006. Additional dairy production includes cheese making at nine different commercial processing plants in Wood County alone.

The three-day tour includes an opening night reception, most meals, additional excursion (optional) for only \$199 per person. (\$349 with two-night stay, based on single occupancy; \$499 based on double occupancy; \$649 based on triple occupancy; \$799 based on quadruple occupancy) For more information about the tour, or to reserve your spot call 800-236-4636 or email [info@centralwisconsin.org](mailto:info@centralwisconsin.org).

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