



Fall 2021

# Safe Wisconsin Produce

## Safe Wisconsin Produce Year-End Summary

At Safe Wisconsin Produce (SWP), we have had the joy of working with many of you this year at trainings, industry events, or directly on your farms. We saw drought, storms, and plenty of beautiful produce.



As our programs continue to develop and grow, connecting with growers remains our primary goal. To effectively utilize our resources and provide the best services possible, a clear and complete understanding of the Wisconsin produce landscape is key. This is where we ask for your help.

SWP plans to conduct its annual survey at the end of January 2022, and we ask that you complete and return it. Your feedback is a tremendous help and allows us to better prioritize our activities and understand where we are needed. In the meantime, please contact us with any questions or thoughts you may have. We are a constant resource, and we are always happy to help.

## Looking Ahead at Upcoming Program Changes

SWP, through a cooperative agreement with the FDA, is advancing its efforts and resources for the safe production of fresh fruits and vegetables.

With the recent transition from one agreement to the next, and with some staffing adjustments within the group, some SWP activities may look different in years to come. Examples include:

- **Continued communications with farms not currently growing produce.** In previous years, these farms would have been added to a “do not contact” list. However, as agriculture is dynamic in nature and it is important for SWP to understand changes, these farms will continue to receive an annual survey.
- **Re-commenced onsite introduction visits (with social distancing).** These are crucial in building a database and professional relationships.

- **Additional educational opportunities for non-covered farms.** Including onsite visits, trainings and demonstrations.
- **Continued research for unique commodities to help conduct an appropriate risk analysis.** Ginseng has been identified as a lower-risk commodity due to historic practices and a pending request to be added to the “rarely consumed raw” list by the FDA.

**SWP TAKEAWAY:** 81% of the farms in the SWP inventory are exempt from the Produce Safety Rule, yet, they are able to engage in On-Farm Readiness Reviews and grower trainings. SWP anticipates expanding these services in 2022.



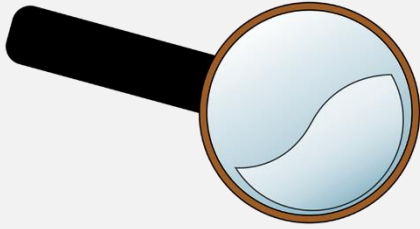
# What Produce is Wisconsin Farming?

Shapes represent the number of farms reporting activities associated with that produce in proportion to the total number of farms in the inventory (1,221). See the list below for exact totals.



- |                            |                          |                                   |                             |                           |
|----------------------------|--------------------------|-----------------------------------|-----------------------------|---------------------------|
| <b>Tomatoes:</b> 324       | <b>Juneberries:</b> 2    | <b>Shallots:</b> 6                | <b>Beets sugar:</b> 13      | <b>Fennel:</b> 11         |
| <b>Cabbage:</b> 57         | <b>Lettuce:</b> 154      | <b>Lavender:</b> 2                | <b>Gooseberries:</b> 6      | <b>Okra:</b> 3            |
| <b>Cauliflower:</b> 22     | <b>Radishes:</b> 53      | <b>Squash, winter:</b> 109        | <b>Lemongrass:</b> 1        | <b>Honeydew:</b> 69       |
| <b>Scallions:</b> 10       | <b>Bok Choy Napa:</b> 39 | <b>Turnips:</b> 38                | <b>Corn sweet:</b> 87       | <b>Endive:</b> 28         |
| <b>Marjoram:</b> 3         | <b>Plums:</b> 8          | <b>Leeks:</b> 15                  | <b>Asparagus:</b> 31        | <b>Microgreens:</b> 11    |
| <b>Cucumbers:</b> 271      | <b>Chestnuts:</b> 2      | <b>Tomatillos:</b> 6              | <b>Cherries sour:</b> 13    | <b>Turmeric:</b> 3        |
| <b>Peas:</b> 56            | <b>Apples:</b> 152       | <b>Lovage:</b> 2                  | <b>Parsnips:</b> 5          | <b>Ginseng:</b> 68        |
| <b>Grapes:</b> 22          | <b>Blueberries:</b> 51   | <b>Onions:</b> 105                | <b>Medicinal herbs:</b> 1   | <b>Zucchini:</b> 28       |
| <b>Cherries, sweet:</b> 10 | <b>Mint:</b> 19          | <b>Cilantro:</b> 38               | <b>Pumpkins:</b> 75         | <b>Sweet potatoes:</b> 11 |
| <b>Ginger:</b> 2           | <b>Sage:</b> 8           | <b>Parsley:</b> 15                | <b>Cranberries:</b> 31      | <b>Watercress:</b> 3      |
| <b>Beans:</b> 257          | <b>Hazelnuts:</b> 2      | <b>Aronia berries:</b> 6          | <b>Blackberries:</b> 12     | <b>Basil:</b> 68          |
| <b>Squash, summer:</b> 54  | <b>Carrots:</b> 130      | <b>Savory:</b> 2                  | <b>Sprouts:</b> 5           | <b>Spinach:</b> 27        |
| <b>Eggplant:</b> 21        | <b>Dill:</b> 47          | <b>Cantaloupe:</b> 105            | <b>Rosemary:</b> 1          | <b>Celery:</b> 10         |
| <b>Peaches:</b> 10         | <b>Collards:</b> 17      | <b>Broccoli:</b> 33               | <b>Kale:</b> 73             | <b>Kiwifruits:</b> 3      |
| <b>Ground cherries:</b> 2  | <b>Oregano:</b> 7        | <b>Mustard arugula mizuna:</b> 14 | <b>Brussels sprouts:</b> 30 | <b>Watermelons:</b> 60    |
| <b>Peppers:</b> 249        | <b>Hops:</b> 2           | <b>Elderberries:</b> 6            | <b>Currants:</b> 12         | <b>Pears:</b> 23          |
| <b>Raspberries:</b> 54     | <b>Strawberries:</b> 116 | <b>Chokecherries:</b> 1           | <b>Potatoes:</b> 71         | <b>Rutabagas:</b> 10      |
| <b>Beans, shell:</b> 20    | <b>Garlic:</b> 38        | <b>Beets, garden:</b> 92          | <b>Kohlrabi:</b> 30         | <b>Mulberries:</b> 3      |
| <b>Chives:</b> 10          | <b>Rhubarb:</b> 17       | <b>Mushrooms:</b> 32              |                             |                           |





## Continuing Produce Safety Inspections

Growers, who through direct interactions have been confirmed as “covered” per the Produce Safety Rule (PSR), can expect a formal inspection over the next five years. This is a federal requirement with SWP intending to conduct approximately 50 produce safety inspections during the 2022 growing season and each year thereafter. The following criteria will be considered when determining what farms are scheduled:

- Outbreak history
- Recalls
- Re-inspections following previous visits with significant findings
- Leafy green operations
- Other priority/higher risk commodities (e.g., melons, cucumbers, tomatoes, onions)

For some growers these inspections may be the first of their kind, while others will transition into “routine” visits. Regardless of the inspection type, SWP will continue to focus on education – both before and while regulating – as the mission is to enhance the understanding and implementation of the PSR to ensure safe fruit and vegetable production.

## Events and Training Opportunities

Bring us your questions, share your stories, and pick up resources at Safe Wisconsin Produce (SWP) booths at these events (visit the websites to learn more about each event):

- **Jan. 22-25, 2022:** Wisconsin Fruit and Vegetable Conference, Wisconsin Dells, [www.freshfruitvegetable.org](http://www.freshfruitvegetable.org)
- **Feb. 8-9, 2022:** Wisconsin Potato and Vegetable Growers Association 2022 Industry Show, Stevens Point, [www.wisconsinpotatoes.com](http://www.wisconsinpotatoes.com)
- **Feb. 24-26, 2022:** Midwest Organic & Sustainable Education Service (MOSES), La Crosse, [www.mosesorganic.org](http://www.mosesorganic.org)
- **April 24-26, 2022:** Hunger and Health Summit [www.feedingwi.org](http://www.feedingwi.org)

Growers, who through direct interactions have been confirmed as “covered” per the Produce Safety Rule, are required to have someone on their farm who has attended an FDA-recognized training. Nearly 48% of covered farms in our inventory have not met this requirement.

**SWP TAKEAWAY:** 8% of all farms, including those with exemptions or exclusions, have someone on their farm who has attended a grower training. 52% of “covered” farms that are required to have someone on their farm attend a grower training have completed the course.

SWP is in the process of planning grower trainings for the winter and spring of 2021-22. We may partner with area colleges and the Wisconsin Farmers Union to conduct these trainings. Watch for additional details and announcements. Let us

know if you want to be added to a mailing list for specific information about this topic. We are actively monitoring which areas need the most training and customizing our locations to make them as convenient as possible.

Alternatively, we want to make training as accessible as possible. If you are unable to find a training, visit the Produce Safety Alliance website at [www.producesafetyalliance.cornell.edu](http://www.producesafetyalliance.cornell.edu) and sign up to receive notices of trainings. You can also browse current trainings offered at varying prices and schedules around the nation.

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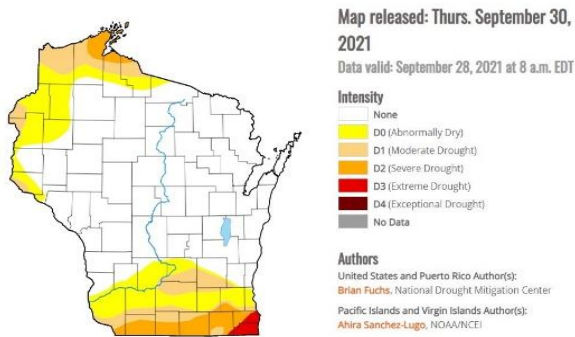




# Agritourism Opportunities for Produce Growers

While some growers prefer to relish the quiet of Wisconsin's prairies and valleys, others embrace the opportunities to share their farm with family, friends and visitors. Agritourism is a small, growing industry that provides visitors with a sense of connection to their food and those who produce it. Fall may be the most popular season for Wisconsin agritourism due to the abundance of cranberry bogs, pumpkin patches and apple orchards.

DATCP has a list of agritourism examples, which can be found by searching "agritourism" at [datcp.wi.gov](http://datcp.wi.gov). If you are interested in sharing farm activities with the community, please review the website and contact the appropriate organization to be added to the list. Note that the Produce Safety Rule includes requirements for farm visitor policies.



## Wisconsin Emergency Management Creates Drought Taskforce

Southern Wisconsin has experienced abnormally dry conditions to extreme drought since February, according to the National Oceanic and Atmospheric Association (NOAA) North American Drought Monitor.

During that time, Wisconsin Emergency Management created a drought taskforce to review conditions, compile concerns, and discuss potential action items. SWP staff shared testimonials and observations while visiting farms during throughout May and June. Safe Wisconsin Produce (SWP) heard about crop losses, water issues and financial hardships, and these issues were shared with the taskforce in the hopes of developing future resources and options for growers.

## Resources

### Other languages

SWP now has pocket-sized Produce Safety Rule print copies available in Spanish and Chinese. Contact us at [safeproduce@wi.gov](mailto:safeproduce@wi.gov) if you would like copies mailed to you.

Include your contact information, language and number of copies requested.

### Website changes

Safeproduce.wi.gov is being updated with the most current information. If there is something you would like to see on the website, please contact us and share your thoughts. The page is intended to be a resource for growers, buyers and consumers alike, and your voice gives us the best perspective.

## Contact us

As always, we welcome your feedback and engagement. If you would like to share your produce safety story to be featured in an upcoming newsletter, please send us a note at [safeproduce@wi.gov](mailto:safeproduce@wi.gov). SWP wishes you a successful 2022 growing season and looks forward to the year ahead. Stay safe.

**SWP TAKEAWAY: Understanding Rarely Consumed Raw (RCR) definition:** While reporting produce that is "covered," many growers said that the produce they farm is not eaten raw. However, the Produce Safety Rule defines which commodities are considered RCR on an exhaustive list. If you have questions about which produce is RCR, visit [www.fda.gov](http://www.fda.gov) and search "rarely consumed raw produce."

