A Brief Look Back, A Longer Look Ahead

News From the Association

Brian Wick, Executive Director

Cranberry Industry Revitalization Task Force

- 61A Changes
  - Alternative Energy Projects
  - Bog Retirement Conservation Programs
  - Not Growing a Crop
- Loan Guarantee Program

Loan Guarantee Program

- MassDevelopment: Public Financing for Economic Development Projects
- Guarantee 50% of Outstanding Principle
- Up to 90% of Project Cost
- Up to $500,000 (but flexible)
- Renovation, Capital Projects, Line of Credit, and More
- Start with Private Bank then Bring in MassDevelopment
- They Don't Compete with Banks, Help Them Make Loans Possible

Loan Guarantee Program

MassDevelopment

275 Martine Street, Suite 201
Fall River, MA 02723
phone: 508-678-0533
fax: 508-678-3761

Paul Moran: pmoran@massdevelopment.com

Task Force Initiatives

- Ag Innovation Center Grant Funding
- Renovation Tax Credit Program
- Wetland Banking Program
- Cranberry Water Use Transfer Program

All Require Legislative Support
Funding Concerns

Task Force Initiatives

- Submitted Cranberry Viability Program
- Lobbying for Bond Bill Monies
  - Cranberry Station Facility Upgrades
  - UMass Health Research Center
  - Wetland Restoration Funding
- Farm Technology Review Committee
- Next Generation Workforce

Next Generation Workforce

- Develop Internship/Cooperative Program
- Work with Ag/Vocational Schools
  - Norfolk & Bristol Ag High Schools
  - Upper Cape Cod Tech
- Conduit Between Growers & Students
- Introduce Cranberries to the Schools
- Get Students Exposed to Cranberries
- Seasonal or Long-Term Commitment
- Develop White Paper for Growers Looking for Help

Regulatory Support

- Nutrient Management Regulations
- Plymouth Earth Removal
  - By-law Review Committee
- Middleboro Earth Removal
- Endangered Species
- Water Rights/Use

Additional Services

- Chapter 61A Values
- Drought Concerns
- Alternative Energy
  - New State Solar Program
  - Opportunities and Concerns
- Neighbor Issues

Grant Opportunities

- SCBG – Over $100,00 Secured Past 2 Years for Direct Horticultural Research Programs
- Looking for Additional Funds in 2017 for Research, Promotion, Education

Horticultural Research

- Looking Forward
  - New Compounds
  - Lower Costs
  - Increase Quality
  - Improve Yield
  - Environmental Benefits
- Supporting UMass Cranberry Station & Other Research Programs That Benefit MA Growers

Farm Bill

- Congressional Effort
- Conservation Programs
  - NRCS: EQIP, WRE
- Crop Insurance
- IR-4 Program (Pesticides, MRLs)
- MAP
- FSA, RD, etc.
- New Programs?

Farm Bill

- Industry, Collaborative Effort
- Prioritize Needs
- Work with Congressional Leaders
- Impact of New Administration?
- Will Specialty Crops Voice be Heard?

Promotion

- McGrath PR
- Social Media
  - Facebook, Twitter, Instagram, Pinterest
- Press: Print/Online
- Increase Exposure for Local Audience
- Build Local Support & Understanding
- Be Relevant

Promotion: Wicked Local

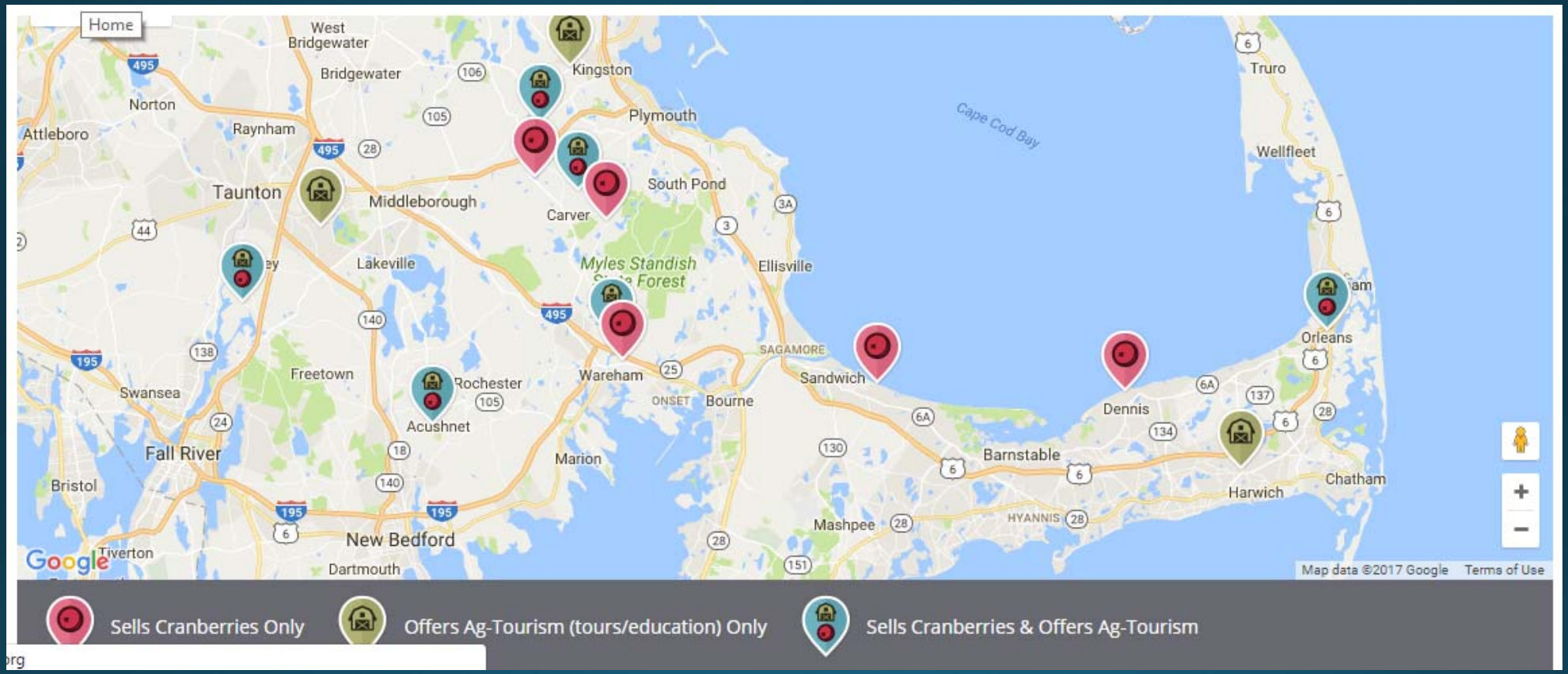
- Wicked Local/Gatehouse Media
- Monthly Feature
- Great Exposure
- Multiple Towns
- What's Going on with the Growers
- Building a Following

Promotion

- Launched New Web Site in 2016
- Continue to Add Features
- Build Out Grower Section

CELEBRATING 200 Years

Cape Cod Cranberry Growers Association



CELEBRATING 200 Years

Cape Cod Cranberry Growers Association