



FOR IMMEDIATE RELEASE  
May 4, 2026

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## **Wisconsin Remains Nation's Top Cranberry Producer in 2025**

### ***State Produces 4.8 Million Barrels, Supplying More Than 60 Percent of U.S. Crop***

**WISCONSIN RAPIDS, Wis.** — Wisconsin continues to lead the nation in cranberry production, reinforcing its reputation as America's cranberry capital. In 2025, the state produced 4.8 million barrels of cranberries grown on roughly 21,000 acres across 19 counties by more than 250 licensed growers, according to the Wisconsin Cranberry Board's (WCB) annual harvest assessment.

As a state marketing order that collects assessments from all cranberry producers and handlers, the WCB compiles this data through required annual reporting, providing a comprehensive snapshot of the industry's performance across the state.

"Wisconsin growers continue to demonstrate resilience, innovation, and stewardship," said Grant Holley, Executive Director of the Wisconsin State Cranberry Growers Association (WSCGA). "While this year's crop is down from last year's near-record harvest, it remains in line with typical production levels. Even with some variability, Wisconsin continues to deliver a consistent, high-quality supply and maintain its leadership in the industry."

According to USDA National Agricultural Statistics Service reporting, Wisconsin's production supplies more than 60% of the nation's cranberry crop continuing a legacy of more than 31 consecutive years as the nation's top producer.

USDA's Noncitrus Fruits and Nuts 2025 Summary, based on voluntary grower surveys, reports that total U.S. cranberry production reached 7.46 million barrels. Other major cranberry-producing states included Massachusetts with 1.9 million barrels, Oregon with 527,920 barrels and New Jersey with 448,540 barrels.

"From a grower's perspective, this season required a lot of attention and flexibility," said Jenna Van Wychen, Board President of the WSCGA. "Weather always plays a role, and last year's conditions presented challenges. After a banner crop, some adjustment is also expected, but we're encouraged by the quality of the fruit and how growers managed through the season."

Cranberries remain Wisconsin's state fruit and its largest fruit crop, contributing significantly to the state's agricultural economy and rural communities. The industry generates \$1 billion in economic impact each year and supports more than 4,000 jobs statewide. According to Wisconsin Department of Trade and Consumer Protection data, Wisconsin supplies 1/3 of the country's cranberry exports.

Cranberries are grown throughout central and northern Wisconsin, with production concentrated in several key counties. Wood County led Wisconsin cranberry production in 2025 with more than 1.38 million barrels, representing approximately 28.9% of the state's total output. Monroe County followed with 989,333 barrels

(20.6%), while Jackson and Juneau counties produced 765,135 barrels (15.9%) and 626,493 barrels (13.1%), respectively. Vilas County rounded out the top five cranberry-producing counties with 278,980 barrels (5.8%). In 2025, cranberry production occurred across the following Wisconsin counties, listed alphabetically with barrels produced and share of total production:

- Adams County – 206,312 barrels (4.3%)
- Burnett County – <50 barrels (<0.1%)
- Clark County – 16,842 barrels (0.4%)
- Douglas County – 49,078 barrels (1.0%)
- Eau Claire County – 9,544 barrels (0.2%)
- Iron County – 9,271 barrels (0.2%)
- Jackson County – 765,135 barrels (15.9%)
- Juneau County – 626,493 barrels (13.1%)
- Lincoln County – 23,058 barrels (0.5%)
- Monroe County – 989,333 barrels (20.6%)
- Oneida County – 169,097 barrels (3.5%)
- Portage County – 138,060 barrels (2.9%)
- Price County – 108,006 barrels (2.3%)
- Richland County – 258 barrels (<0.1%)
- Rusk County – 9,262 barrels (0.2%)
- Sawyer County – 44,730 barrels (0.9%)
- Vilas County – 278,980 barrels (5.8%)
- Washburn County – 47,406 barrels (1.0%)
- Wood County – 1,388,046 barrels (28.9%)

The cranberry barrel remains the standard unit of measurement in the industry, with one barrel equal to 100 pounds of fruit.

Harvested from September through early November, approximately 5% of Wisconsin's cranberries are sold fresh, primarily during the holiday season. The remaining 95% are processed into a wide range of products, including juices, dried cranberries, sauces, and other food and beverage items enjoyed year-round.

As the industry looks ahead, Wisconsin cranberry growers remain committed to sustainability, research, and innovation. Through ongoing investments and partnerships with the Cranberry Innovation Center, University of Wisconsin and the USDA, growers continue to advance practices that support long-term productivity and environmental stewardship.

To learn more about Wisconsin's cranberry industry, visit [Wiscran.org/Experience](https://www.wiscran.org/Experience) or follow us on [Facebook](#) and [Instagram](#).

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