FARMING 02/11/2019 O. ELLE

Many people may not give a second thought to the food they consume. In the State of Wisconsin, there’s been a rise in food consciousness. Owen Elle (ELL-ee) has the story.

MP3 R/T: 0:83 O/T: STD

OWEN ELLE: IT’S CALLED ORGANIC FARMING AND IT’S BEEN GAINING POPULARITY ALL ACROSS THE BADGER STATE. OF THE NATIONS 14,217 CERTIFIED ORGANIC FARMS, NINE PERCENT ARE LOCATED IN WISCONSIN. THAT NUMBER HAS MORE THAN DOUBLED OVER THE LAST TEN YEARS. I TALKED TO GREG ZWALD, OWNER OF WHITE PINE BERRY FARM, OVER THE PHONE AND HE BELIEVES THIS ORGANIC MOVEMENT CAN TRACE ITS ROOTS BACK TO OVER A DECADE AGO.

GREG ZWALD: “THERE WAS, DOWN NEAR LA CROSSE, KIND OF A SURGE OF, A POCKET I’LL CALL IT, OF FARMERS WHO WHERE VERY INTERESTED IN ORGANIC PRODUCTION AND THEY STARTED A CO-OP JUST OUTSIDE OF RIVER FALLS.”

OWEN ELLE: ORGANIC FARMING HAS SEEN AN UPTICK IN COMMERCIAL VIABILITY ACCORDING TO ZWALD. IT ALSO REQUIRES A SPECIFIC GEOGRAPHIC SITUATION, ONE IN WHICH THE FORMER PRESIDENT OF STUDENT ALLIANCE FOR LOCAL AND SUSTAINABLE AGRICULTURE KENDALL KEAGAN BELIEVES WISCONSIN MATCHES.

KENDALL KEA.: “THE SOIL AND THE WEATHER DURING THE SUMMER IS PERFECT FOR THE TYPE OF GARDENING, WE HAVE GOOD CLIMATE, LIKE I SAID THE SOIL’S PERFECT FOR IT AND ITS NOT LIKE VERY HILLY OR MOUNTAINOUS.”

OWEN ELLE: WHILE ORGANIC FARMING HAS SEEN A RISE IN WISCONSIN AND NATIONWIDE, A 2017 REPORT RELEASED BY THE WISCONSIN DEPARTMENT OF AGRICULTURE, TRADE AND CONSUMER PROTECTION PROJECTS THE GLOBAL DEMAND FOR ORGANIC FOOD TO INCREASE FOURTEEN PERCENT FROM 2016 TO 2021, MEANING THE CALLOUSES MIGHT CONTINUE TO GROW FOR LOCAL FARMERS.

OWEN ELLE: FOR FALCON NEWS SERVICE, I’M OWEN ELLE.

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