

# Why Growers Should Be Part of the Wisconsin Healthy Grown® Program

The Wisconsin Healthy Grown® program works to advance growers' use of Integrated Pest Management (IPM) to efficiently manage inputs, and enhance ecosystem conservation efforts by certifying under the Healthy Grown® potato, onion and carrot standards. Healthy Grown standards promote agricultural sustainability and enhance environmental farming systems. This helps to position Wisconsin growers to capture the expanding consumer demand for sustainably grown produce in the marketplace.

## Healthy Grown® Grower Benefits

- Increased public recognition and public relations on local and national levels
- New practice adoption leading to long-term risk avoidance of regulation and food safety audits
- Direct educational interactions and knowledge transfer working with University of Wisconsin-Madison faculty
- Improved and streamline documentation for supply chain sustainability requirements
- Ability to promote direct farm and regional benefits to neighbors, local communities and marketing of farm(s)
- Enriched personnel ethic of environmental stewardship sustainability and land management to help with messaging of changing farm landscape
- Encourages better market perception and advantage in marketplace

*The entire industry benefits from the ecologically sound program and positive aspects of Healthy Grown®.*

The scope of the program fits markets looking for food grown under systems with key criteria for sustainability – including new terms such as resilient agriculture, food security, healthy and sound ecosystems, green production systems, stewardship and regenerative production systems.

## Healthy Grown® Certification Requirements

- **Healthy Grown Standard assessment:** Includes multiple sections of farm and production management, IPM details, records and sustainability measurement assessments.
- **IPM Planning Protocol Form:** Specific details related to their integrated weed, disease, and insect management programs. Plan reviewed by UW-Extension specialists (Jed Colquhoun, Russ Groves and Amanda Gevens).
- **Long-Term and Annual Ecological Restoration Plans:** Work with ecology specialists to prioritize conservation actions on their privately owned, non-agricultural land.



Healthy Grown® encourages education between growers and University of Wisconsin – Madison specialists. This individualized interaction and educational process has proven to be very successful and valuable to the industry. Growers are able to store documents in an online portal which simplifies certification in future years. Growers receive help in filling out forms and finalizing documentation needs.

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