

Wisconsin Agriculture Case Study Competition

Spring 2024: **Cranberries**

Friday, April 19, 2024

Wisconsin Cranberry Research Station

W8510 County Rd O, Black River Falls, WI 54615



Preliminary Agenda

9:30-10:00	Registration: Wisconsin Cranberry Research Station facility
10:00-10:15	Welcome & Introductions
10:15-11:30	Team Presentations
11:45-12:00	Feedback from Judges & Awards
12:00 -1:00	Catered Lunch at the Research Station
1:00 – 5:00	Wisconsin Cranberry Industry Tours
	1:00-2:00 - Cranberry marsh tour – Research Station facility
	2:30-3:30 - Processing facility tour - Ocean Spray Cranberries
	3:45-4:45 - Fresh fruit facility tour – Habelman Bros. Company

Additional Information

- Each team, consisting of 4 students, will be expected to put together a presentation that includes their recommendations based on the provided Cranberry Case Study Scenario.
- Each team will be given a maximum of 10 minutes (time will be called at 10 minutes) to provide their professional PowerPoint presentation to a panel of judges consisting of 3 cranberry growers.
- Teams must upload their presentation slides to this [Folder](#) by 5:00pm CST on Thursday, April 18th.
 - Teams should also bring a copy of their presentation slides on a flash drive as a backup.
- Immediately following each team's presentation, the panel of judges will be given up to 5 minutes to ask follow-up questions.
- The panel of judges will then use the provided grading rubric to score each team's presentation based on the included criteria.
- Questions? Contact Jeremy Beach at jpbeach@wisc.edu

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