

Division of Marketing
Agricultural Development and Diversification (ADD) Program
1992 Grant Final Report

Grant Number 07006

Grant Title Wisconsin Herb Grower's Project

Amount Awarded \$12,000.00

Name Alice Petlock Pauser

Organization Alyce's Herbs
 Madison

E-Mail

WEB

Department Contact: DATCP - Marketing - ADD Grants
 PO Box 8911 Madison, WI 53708-8911
 Tel: (608)224-5136
 <http://datcp.state.wi.us>



State of Wisconsin
Department of Agriculture, Trade and Consumer Protection

Alan T. Tracy, Secretary

801 West Badger Road • PO Box 8911
Madison, WI 53708-8911

Agricultural Development and Diversification Program (ADD)

GRANT COMPLETION ANALYSIS

Follow-up comments and/or suggestions -

ADD Analyst Monique A. Lomax Date 5/18/93
Monique A. Lomax

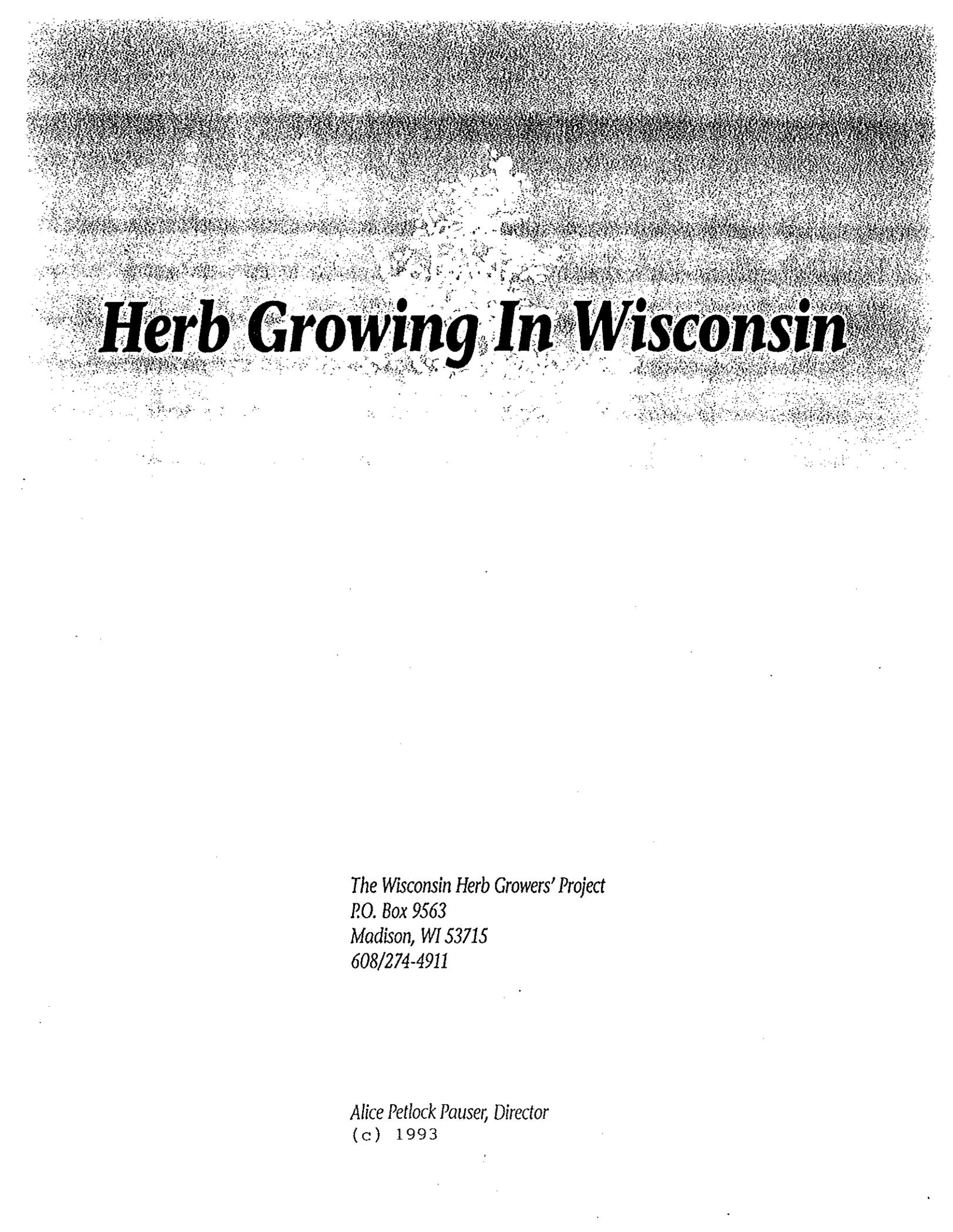
ADD Director Erwin A. (Bud) Sholts Date 5/19/93
Erwin A. (Bud) Sholts

Marketing Division Administrator James L. Smith Date 5-19-93
James L. Smith

Alyce's Herbs - Wisconsin Herb Growers Project
Round 4

Alice Petlock Pauser has completed phase two of her grant project with us. The second phase of the project included increasing the number of growers participating in the Wisconsin Herb Growers Project and producing a manual on growing herbs in Wisconsin. The manual covers: Growing for field, small garden or containers; Container/Indoor Gardening; Harvesting and packing; Marketing; Reference material and contacts. The manual also lists some of the most popular and profitable herbs and edible flowers. Some of the most popular herbs sold to the food industry are Sweet basil, Chervil, Dill, Chives, Marjoram, Oregano, Rosemary, Sage, Tarragon, Shallot, Savory, Thyme, and Arugula. The most popular edible flowers are pansy and nasturtium. A large quantity of these flowers are marketed at the Chicago Terminal Market. The majority of the growers(90%) are located in the southern half of the state of Wisconsin. The herbs are sold by the pound and the pansies are sold by 50 pieces per plastic tray. Alice will make the copies of this manual available for \$9.95.

The goal of this project is to educate growers, help them become more organized and provide a market for small growers also. Alice continues to receive approximately 15-20 requests for information per week. She hopes to continue to expand interest throughout the state in the area of edible flowers and herbs. The goals established by the Herb Growers Project from round three and four have been met and the project has met the criteria set forth in the initial contract.



Herb Growing In Wisconsin

*The Wisconsin Herb Growers' Project
P.O. Box 9563
Madison, WI 53715
608/274-4911*

*Alice Petlock Pauser, Director
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