

The WMSPA recognized the 2017 Producer of the Year at their Winter Institute and Trade Show, January 12 and 13 at the Plaza in Wausau, WI. Candidates for Producer of the year are chosen by their involvement in the Maple Industry and WMSPA. The Producer of the Year Committee consist of the past three recipients of the award and the executive director. This year's committee included Allan Herrmann, Pete and Dawn Roth, Steve and Allison Anderson, and Theresa Baroun.

The Wisconsin Producer of the Year for 2017 recipients are Barry and Carol Stockwell from S&S Sugarbush in Ellsworth, WI. The Stockwells are third generation maple syrup producers. They have been involved in the Maple Industry from little on. Barry at age 4 started helping his grandpa make maple syrup. He started out as most boys playing in the sugar bush, graduated to helping gather sap, then to driving tractor, then to helping tap the trees. Now he is in "complete control" of tapping their 3000 taps in Ellsworth WI. And he also oversees the cooking ability of his father, Lyle. In 2001, The Stockwells started to serve sausage and made from scratch buttermilk pancakes at their 3-day annual open house in April. Their homemade pancakes became a hit so they started making them for the open house, Ellsworth Cheese Curd Festival, Ellsworth Car Show and numerous graduation parties. In 2017, Barry and Carol started selling Christmas Trees and gift baskets. Barry and Carol have been very involved with the WMSPA. Some of their involvement includes being an alternate director at meetings, chairing the maple syrup judging at the WMSPA Annual May Meeting, sending in the judging reports for the newsletter and webpage, and last but not least their hard work, dedication, and countless hours to making the WMSPA Wisconsin State Fair Booth a success setting up workers, syrup sells, and making that famous "Wisconsin State Fair Maple Cotton Candy". WMSPA continues to appreciate all the work Barry and Carol have done over the years. The Stockwells received a plaque and the Lynn Reynolds Memorial traveling trophy.