

LET US HELP PUT YOUR BUSINESS IN WISCONSIN!

A PROFITABLE AND POSITIVE PLACE FOR YOUR BUSINESS

Wisconsin's business costs are moderate and competitive with surrounding states and are considerably lower than major coastal metro areas. Our energy costs are competitive, and just as important, they are reliable and abundant. Wisconsin also has a high quality of life with low crime, low poverty, excellent medical facilities and many wonderful things to do.

You can put Wisconsin's powerful business climate, experienced grower base, varied crops, excellent water supply, high quality workforce, and our many other advantages to work for your food processing business. Forward Wisconsin, the state's business marketing group, and the Wisconsin Department of Commerce, Wisconsin's state government business agency, are anxious to assist you. The Wisconsin team can provide assistance with financial packages, help in locating a site or building, provide business information and cost comparative data, offer technical assistance and more. Put us to work for you!



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FOR MORE INFORMATION, VISIT US ON THE WEB AT

WWW.FORWARDWI.COM

WWW.COMMERCE.WI.GOV



WISCONSIN ORGANIC GROWERS ARE ON THE RISE

OUR STATE RANKS #3 AMONG THE NUMBER OF CERTIFIED ORGANIC OPERATIONS THAT ARE IN BUSINESS.

CURRENTLY, THERE ARE 469 ORGANIC OPERATORS IN WISCONSIN ALONE.



WISCONSIN - THE RIGHT MIX FOR YOUR FOOD PROCESSING BUSINESS



WISCONSIN HAS A "GROWING" TRADITION

WISCONSIN RANKS AMONG THE TOP STATES IN KEY FOOD AND AGRICULTURAL CATEGORIES.

OUR EXPERIENCED GROWERS, EXTENSIVE SEED AND PLANT RESEARCH, AND FERTILE LAND MAKE THIS A HIGH-YIELD STATE.

Come join us in Wisconsin! When you do, you will be in good company. Food processing giants such as Ore-Ida, Oscar Mayer, Kraft, Kikkoman Foods, Sargento, Ocean Spray Cranberries and Nabisco – to name a few – have chosen Wisconsin sites because of our state's business climate and quality of life. Wisconsin is home to over 1,000 food processing firms and has made growing the food processing cluster a top state economic development priority.

FOOD PROCESSING IS PROMINENT IN WISCONSIN

The State of Wisconsin is one of the most diverse agricultural states in the nation - and is among the top ten agricultural states in the U.S. In fact, Wisconsin's farms and agricultural businesses generate more than \$51.5 billion in economic activity and provide jobs for 420,000 people, with approximately one out of every eight state citizens working in a job, related to farming. Therefore, it should come as no surprise that food processing is Wisconsin's largest manufacturing industry.

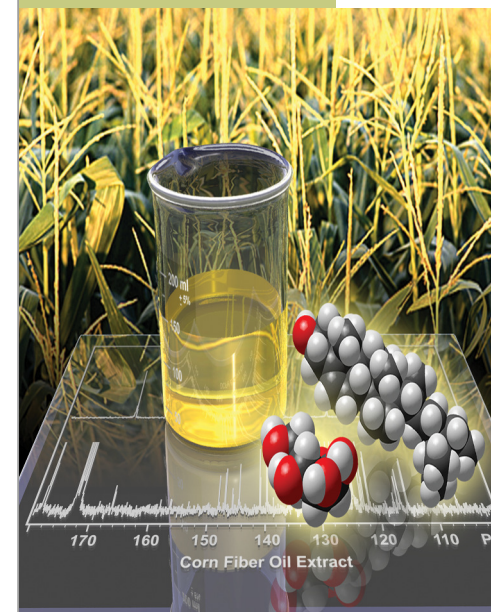
FOOD PROCESSING IS KEY TO WISCONSIN'S ECONOMY

When you take a look at the numbers, it is clear that our state's food processing sector is a vital part of Wisconsin's economy. Food processing boasts gross annual revenues of about \$10 billion, employs 62,000 people and generates an annual payroll of nearly \$2.2 billion.

Wisconsin Ranks:

- ◇ 1st in beans for processing, corn for silage, cheese, cranberries, and ginseng
- ◇ 2nd in butter, milk, and milk cows
- ◇ 3rd in carrots, green peas for processing, potatoes, and sweet corn for processing
- ◇ 4th in maple syrup, oats and tart cherries
- ◇ 5th in cucumbers for pickles and mint for oil

In addition, steady, reliable food supplies are crucial to Wisconsin farmers who provide a stable grower base and decades of agricultural experience. Our state farmers have invested in permanent irrigation for more than 130,000 acres of land and have a strong commitment to vegetable and crop production.



WISCONSIN'S CENTRAL LOCATION IS A KEY INGREDIENT

FOOD PROCESSING INDUSTRY SUPPORT

Whether its cranberries, potatoes, processed meats, dairy products, confections, valued-added vegetables, beverages, cheese or some other type of food sector, Wisconsin has the supporting businesses to make your operation successful. Our state is a top producer for paper companies, printers, and plastics firms, which are great benefits when you are packaging your food product. In addition, Wisconsin is a state with a strong manufacturing history with expertise in the machinery and tool & die arenas.

A PLENTIFUL WATER SUPPLY

For producers and processors who need abundant, clean, economical water, Wisconsin is an oasis with access to 69% of the nation's freshwater supply. Drill a hole just about anywhere in Wisconsin and you'll find a dependable water supply. Beneath the state's rich soils is buried a precious resource, an estimated two quadrillion gallons of groundwater. Growers increasingly tap this stable water source for irrigation. Yet, unlike other producer states, Wisconsin is not "mining" this resource because annual precipitation fully renews it.

CENTRAL LOCATION IS A KEY INGREDIENT

Food processing/distribution companies, concerned about transportation and location, are taking a close look at Wisconsin. Our location means proximity to raw materials, packaging companies, food products and related processing machinery firms. It also means immediate and easy access to markets.

Wisconsin is within 500 miles of 33 percent of the nation's population, and 38 percent of all manufacturing activity. Our state has over 112,000 miles of well-maintained highways, 6,000 miles of railroads, 6 major water ports on the Great Lakes, 2 on the Mississippi River and eight primary airports with regularly scheduled air carrier service with easy access to the Chicago and Minneapolis airports. Our state is also home to some of the largest interstate trucking firms in the U.S. and efficient rail access to both coasts.

TAKE A CLOSER LOOK AT WISCONSIN!

Situated in the heart of the Upper Midwest region of the United States, Wisconsin has an ideal location that will put your business in close proximity to major markets of the Midwest and Canada. Time to those markets is further reduced by Wisconsin's well-maintained transportation network.



Wisconsin encompasses 54,314 square miles and has 72 counties and 13 Metropolitan Statistical Areas (MSAs). Several major metropolitan areas are close-by in neighboring states such as:

- *Chicago, IL, which is 90 miles south of Milwaukee, WI and 148 miles from Madison, WI*
- *Minneapolis/St. Paul, MN, which is just 90 miles west of Eau Claire, WI*

That proximity to major markets means you'll save money on freight costs and increase the efficiency of your just-in-time production activities.

AN EXPERIENCED, DEDICATED & PRODUCTIVE WORKFORCE

Wisconsin has an experienced food processing workforce and an abundance of what is becoming an endangered species in some places—people who like to work. Wisconsin's worker productivity in our larger industries is at 5%-20% above the national average. Loyalty is another notion still in style in Wisconsin. According to the U.S. Department of Labor, Wisconsin has one of the lowest percentages of employees who choose to leave their jobs.

A COMMITMENT TO QUALITY TRAINING & TECHNOLOGY TRANSFER

Wisconsin is a leader in training and tech transfer. Our state was the first to establish a technical college system and the first to set up apprenticeship agreements with employers. Through its 47 campuses and numerous outreach centers, the Wisconsin Technical College System (WTCS) offers manufacturing assessments, quality improvement assistance, and worker training that is custom-tailored to company needs. Food industries frequently turn to the WTCS for training in supervisory skills, quality improvement, microcomputer applications and even conversational Spanish for a bilingual workforce.

Wisconsin's public and private colleges have more than 35 programs designed to assist food processing firms. Additionally, our university system is among the best in the world in the transfer of applicable technology to private industry. For example, the University of Wisconsin-Madison is home to national food research centers including the Cheese Research Institute, the Food Research Institute, and the Enzyme Institute. UW-Madison's Food Science Department offers industry-specific training and makes its equipment and facilities open to industry.