

# NOURISHING THE WORLD WITH **FOOD AND BEVERAGE** EXPERTISE IN WISCONSIN®



# WHY FOOD AND BEVERAGE COMPANIES CHOOSE WISCONSIN

Companies looking to start, relocate or expand their operations in Wisconsin benefit from the state's central location, reliable infrastructure, talented workforce and business-friendly policies—all of which create competitive advantages that help businesses capitalize upon regional, national and global market opportunities.

Wisconsin's long history of innovation continues to fuel new solutions to challenges facing people, companies, nations and our very planet, with some of the most respected companies in the world drawing upon Wisconsin's plentiful natural resources, renowned research capabilities and the can-do spirit of its citizens to grow and succeed.

## INDUSTRY LEADERSHIP

Wisconsin provides, from the first seed to the last bite. In Wisconsin, we're proud of our history in dairy, agriculture and manufacturing. It made us who we are today, and it's fueling who we'll be tomorrow. It's the reason our growers, processors, packagers and producers are enhancing food and beverage production at every step of the process, from beginning to end. And it's why entrepreneurs, researchers and farmers throughout the state are sharing in Wisconsin's culture of innovation to deliver faster, safer, fresher food than ever before.

Wisconsin is home to 77,000 farms with an average size of 195 acres each.<sup>1</sup> The state's \$88.3 billion total economic impact of agriculture includes 154,000 jobs on farms and 260,000 jobs in food processing<sup>2</sup>—all in all, 10 percent of the state's total employment. And the impact of agriculture in Wisconsin is growing. From 2007 to 2012, sales from on-farm activity grew from \$12.6 billion to \$20.5 billion, and sales from food processing grew from \$50 billion to \$67.8 billion.<sup>3</sup>

Agricultural exports are Wisconsin's second-highest export category, and Wisconsin ranks 12th among U.S. states for agricultural exports.<sup>4</sup> In 2016, Wisconsin exported \$3.4 billion in agricultural exports to 151 countries.<sup>5</sup> But those numbers only tell part of the story: food and beverage companies that choose to locate in Wisconsin benefit from a highly integrated sector with many different capabilities, from food production to food processing machinery, supply chain and food safety. Wisconsin is a powerhouse in food distribution, with more than 70 distribution centers.<sup>6</sup> With a biohealth sector that employs 44,000 people<sup>7</sup> and consists of over 1,900 companies,<sup>8</sup> Wisconsin is fertile ground for the discoveries that are driving innovation in the food sector and helping to nourish the world.

Wisconsin is #1 in cheese production, with over 3 billion pounds of cheese made here each year.<sup>9</sup> Our cheese is world-renowned, with Wisconsin taking first place in the 2016 World Cheese Championship, as well as the top three spots in the 2017 U.S. Cheese Championship. Although dairy is far from the only strength of Wisconsin's food and beverage sector, it contributes more to Wisconsin's economy (\$20.6 billion) than citrus does to Florida's (\$9 billion) or potatoes do to Idaho's (\$2.5 billion).<sup>10</sup>

The state also has particular strength in organics, ranking first in the U.S. for the production of organic corn, organic oats, organic beans and organic hay acreage. Wisconsin is one of the nation's top two producers of organic dairy products, and is home to the largest organic milk cooperative. Even as organic acreage across the U.S. is decreasing, in Wisconsin it is increasing, up 17 percent from 2008 to 2014.<sup>11</sup>

And Wisconsin leads the nation in milk goat inventory, according to the USDA National Agricultural Statistics Service's Sheep and Goats Report (2017). Wisconsin has 267 licensed goat farms, a number that has more than doubled since 2004.

1, 9, 10 Wisconsin Farm Bureau Federation, 2017

2, 3 Contribution of Agriculture to the Wisconsin Economy, updated for 2012, UW-Extension Department of Agriculture and Applied Economics, Steven C. Deller and David Williams

4, 5 U.S. Census Bureau data as reported by WISERTrade.

6, 8, 12 Infogroup 2017

7 EMSI Q2 2017 dataset, class of worker category, QCEW Employees, 2015 Employment and Infogroup

11 Organic Agriculture in Wisconsin: 2017 Status Report, UW-Madison Center for Integrated Agricultural Systems and the Wisconsin Department of Agriculture, Trade and Consumer Protection

# UNIQUE INDUSTRY ADVANTAGES

## IN GOOD COMPANY

Nearly 1,400 food and beverage processing companies are located in Wisconsin.<sup>12</sup> Southeastern Wisconsin hosts operational facilities for some of the largest food companies in the world, including:

**ADM Cocoa** (Milwaukee)  
**Cargill** (Butler)  
**Coca-Cola** (Milwaukee)  
**Kraft Heinz Inc.** (Beaver Dam)  
**Molson Coors** (Milwaukee)  
**Nestle** (Burlington)  
**Pepsi** (New Berlin)  
**Agropur** (Luxemburg, La Crosse, Little Chute, Weyauwega)\*  
**Chr. Hansen** (Milwaukee)

A number of global food companies have chosen to locate their North American or U.S. headquarters in Wisconsin:

**Emmi Roth** (Fitchburg)  
**Fontarôme Chemical** (St. Francis)  
**Galactic** (Milwaukee)  
**Kerry Ingredients** (Beloit)  
**KHS GmbH** (Waukesha)  
**Kikkoman** (Walworth)  
**Krones** (Franklin)  
**Lesaffre** (Milwaukee)  
**The Little Potato Company** (DeForest)  
**Malteurop** (Milwaukee)  
**Mondelez** (New Berlin)  
**Puratos** (Kenosha)  
**Sensient Technologies** (Milwaukee)  
**Wago** (Germantown)

\* Highest number of facilities of any U.S. state

## TALENT

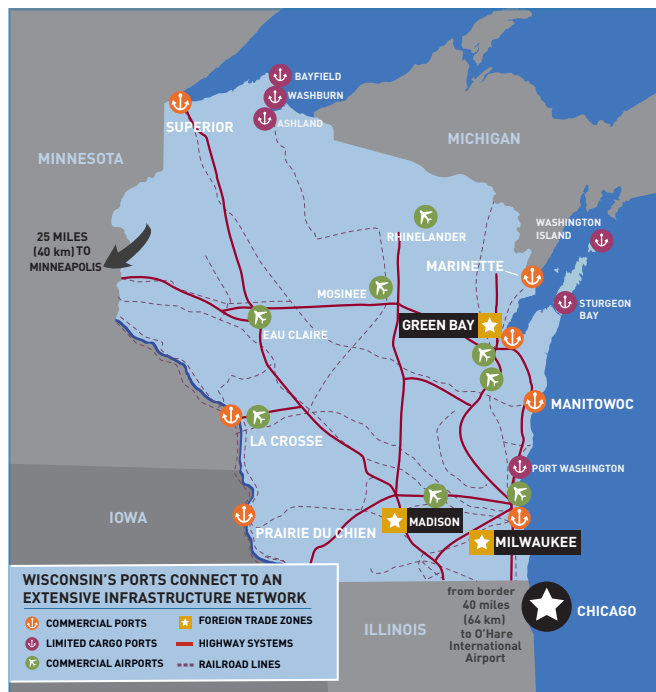
Wisconsin is well known for its industrious, Midwestern work ethic, and its educational system is universally admired. Wisconsin's high school graduation rate is consistently ranked among the top in the nation, and the University of Wisconsin System is regularly cited as a leader in terms of size and quality.

Wisconsin's public and private colleges support the resources, companies and policy makers throughout the state that are working to develop new, innovative products to fulfill market needs. And as the first state in the nation to develop a technical college system, Wisconsin has more than 100 years' experience training its workforce to fulfill ever-changing industry demands.

With a markedly high concentration of engineers in the state's southeast region, Wisconsin possesses the quality and quantity of necessary talent to compete on a global scale. Wisconsin's stellar academic institutions offer certificates and associate, bachelor's, master's and doctoral degrees in a variety of food and beverage-related fields. Wisconsin's research institutes and academic programs are training the food scientists of the future, and the Milwaukee area has one of the highest concentrations of food science professionals in the U.S.

## INFRASTRUCTURE

Wisconsin's central location and robust infrastructure give companies operating in the state one-day access to major markets throughout the U.S. and beyond. Wisconsin's roads, railways and ports provide seamless, convenient access to the world's busiest multimodal transportation hub, located just 55 miles south of the state's border.



## INFRASTRUCTURE IN WISCONSIN

09

### HIGHWAY SYSTEMS

State commerce and industry relies on nine major highways covering more than 11,800 miles (18,990 km) to move our goods to market. Our interstate system connects us to major industrial cities across the U.S.

13

### RAILROAD LINES

Rail traffic throughout the state continues to grow and move more than \$122 billion in freight each year, creating a seamless link in the nationwide intermodal system. Amtrak travels between Chicago and Milwaukee multiple times daily.

08

### COMMERCIAL AIRPORTS

Eight commercial airport locations serving major industrial and metropolitan areas statewide. These airports are served by all major carriers, linking to every point in the nation within one business day. In addition, these larger airports are within driving distance:

**CHICAGO:** O'Hare is American's second largest hub, with 963 domestic flights daily to 153 U.S. cities and more than 100 direct flights daily to 55 international destinations.

**MINNEAPOLIS:** 135 nonstop flights including 115 domestic and 20 international markets.

13

### COMMERCIAL PORTS

Uniquely situated on the nation's greatest waterways, Wisconsin ships 39 million ton of product from commercial cargo ports and 6 limited cargo ports located along Lake Michigan, Lake Superior and the Mississippi River.

03

### FOREIGN TRADE ZONES (FTZ)

Companies located in one of our three Foreign Trade Zones (FTZs) can import merchandise (by truck, rail, air or boat) without going through formal customs entry procedures or paying import duties. These companies have the option to pay tariffs after their product inventory is sold, improving cash flow and saving money. Other benefits include, but are not limited to: global market competitiveness, minimized bureaucratic regulations, and improved supply chain efficiencies.



# GLOBAL LEADERSHIP

## WISCONSIN'S TOP FOOD AND BEVERAGE EMPLOYMENT CATEGORIES

JOB CLASSIFICATION	NUMBER EMPLOYED
Food manufacturing	64,104
Dairy product manufacturing	17,786
Animal slaughtering and processing	16,646
Fruit/veg. preserving, specialty food mfg.	10,892
Other food manufacturing	7,081
Bakeries and tortilla manufacturing	6,482
Beverage manufacturing	3,682
Sugar and confectionery product mfg.	2,345
Animal food manufacturing	2,129

Source: EMSI 2017.3 Class of Worker QCEW Employees 2015

# 1,334

Wisconsin had 1,334 organic farms in 2015, nearly doubling over the last 10 years.

Source: Organic Agriculture in Wisconsin: 2017 Status Report, UW-Madison Center for Integrated Agricultural Systems and the Wisconsin Department of Agriculture, Trade and Consumer Protection

## ANNUAL FOOD PROCESSING INDUSTRIAL SALES

# \$67.8 BILLION

Source: Contribution of Agriculture to the Wisconsin Economy: Updated for 2012, UW-Madison/Extension, Department of Agriculture and Applied Economics by Steven C. Deller and David Williams

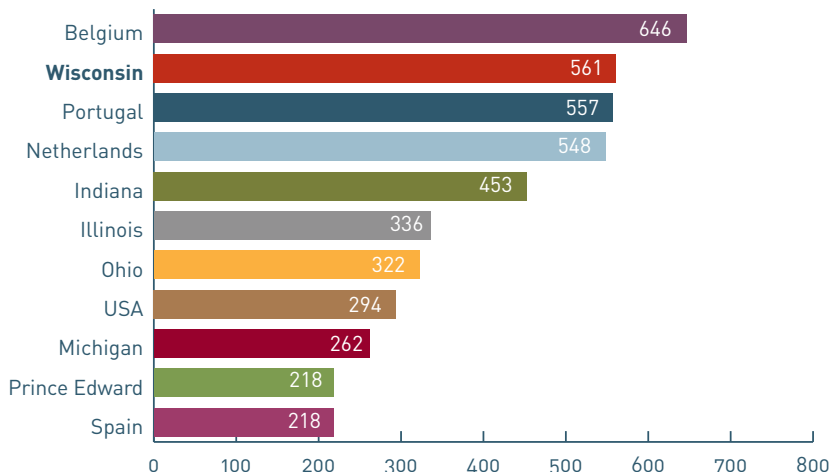
# WISCONSIN #1

among U.S. states in the number of organic dairy farms, the number of organic egg farms, and organic field crop farms.

Source: Organic Agriculture in Wisconsin: 2017 Status Report, UW-Madison Center for Integrated Agricultural Systems and the Wisconsin Department of Agriculture, Trade and Consumer Protection.

## SPECIALIZATION IN FOOD AND TOBACCO

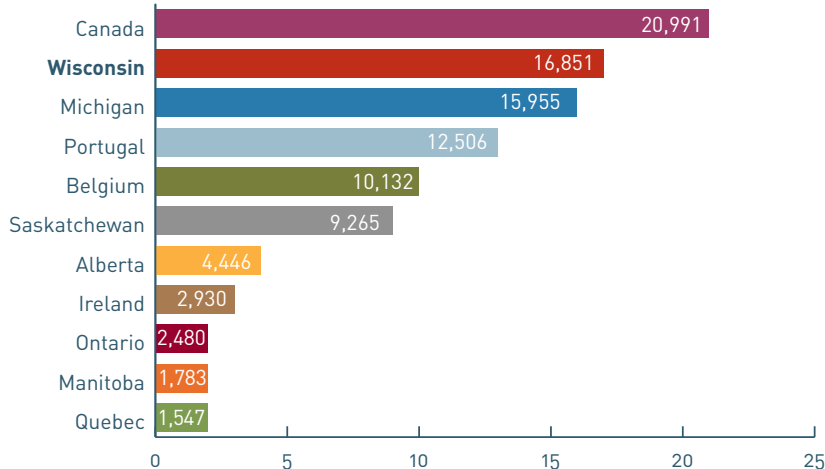
Wisconsin has a highly specialized food and beverage workforce.



Source: fDi Benchmark, a service from the Financial Times Limited 2016

## COMPANIES IN GRAIN PROCESSING

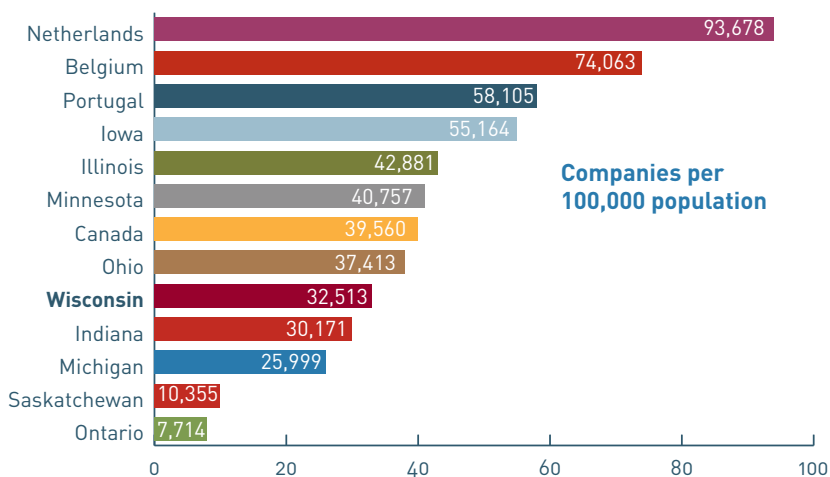
Wisconsin provides grain to the world, in some cases surpassing entire countries in terms of the number of grain processing companies.



Source: fDi Benchmark, a service from the Financial Times Limited 2016

## COMPANIES IN FOOD AND TOBACCO

Wisconsin is home to a wealth of food processing companies.



Source: fDi Benchmark, a service from the Financial Times Limited 2016



Photo courtesy of Center for Dairy Research

# WISCONSIN'S TOP FOOD AND BEVERAGE EXPORT CATEGORIES

CATEGORY	2016 EXPORT VALUE	PERCENTAGE OF STATE EXPORTS
Prepared vegetables, fruit, nuts, etc.	\$313,961,516	1.49%
Miscellaneous prepared food	\$297,257,030	1.41%
Beverages (alcohol and non) and ethanol	\$270,788,241	1.29%
Dairy, eggs, honey, etc.	\$248,127,212	1.18%
Oil Seeds, Misc. grain, seed, fruit	\$228,599,602	1.09%
Wood and articles of wood	\$224,981,742	1.07%
Prepared meat, fish, etc.	\$192,832,256	0.92%
Prepared cereals, grains	\$179,001,897	0.85%
Cereals	\$178,027,264	0.85%
Odoriferous mixture for perfumes, other	\$160,917,658	0.77% and 4
Product categories are based on 2 and 4-digit HS code numbers.		

Source: U.S. Census Bureau data as reported by WISERTrade.

# POWERFUL PARTNERSHIPS



**FaB Wisconsin**, the state's food and beverage industry cluster organization, believes in feeding the state and the world better.

With a focus on food, beverage, ingredient, equipment and packaging makers, the organization works to raise industry awareness and capacity for growth and advancement, from farm to factory to fork. Whether looking to attract talent, accelerate innovation, ensure food safety, start up or grow, food and beverage businesses benefit from connecting with FaB Wisconsin.

In 2015, FaB Wisconsin announced the members selected for the first class of its **FaBCAP** food and beverage sector accelerator program. FaBCAP aims to grow the capacity and capital of Wisconsin's early-stage food and beverage companies. Over the course of a year, selected companies receive financial and business coaching from FaB Wisconsin staff and industry experts, as well as targeted events and trainings and a \$10,000 seed funding award. The companies selected for the first class span the industry, from food safety technology to beer, cheese and coffee.



MADISON REGION  
ECONOMIC PARTNERSHIP

The Madison region is one of 12 U.S. locations chosen for the **Investing in Manufacturing Communities Partnership**, a multi-agency program led

by the U.S. Department of Commerce designed to leverage economic development funds and accelerate the resurgence of manufacturing nationwide by supporting the development of long-term economic development strategies. The Madison Region Economic Partnership (MadREP), the official designee agency for this initiative, specifically applied for the designation in the agriculture, food and beverage manufacturing subsector due to the region's historical, locational and infrastructural advantages in the subsector. A total of 30 projects were included in MadREP's strategy for the program, spanning workforce and training, supplier network, infrastructure/site development, research and innovation, trade and international investment, operational improvement and capital access. The program covers the eight-county Madison region, as well as six partner counties in south central and southwestern Wisconsin.



The **Wisconsin Center for Manufacturing and Productivity** (WCMP) provides a variety of programs designed to help manufacturers, including food and beverage companies, achieve key objectives. WCMP offers customized planning and implementation assistance programs that encompass growth, cost and efficiency, certification and compliance, and creating a winning culture. To date, WCMP has provided 6,684 assistances, resulting in more than \$3 billion in direct economic impact. Its programs include:

- **Profitable Sustainability Initiative (PSI):** The only program of its kind in the U.S., PSI helps small and midsize manufacturers develop sustainable practices that save money and improve competitiveness. PSI uses a multidisciplinary approach to sustainability, using partners with specialized expertise to help drive improvements. On average, companies realize annual savings of \$147,783.
- **ExporTech™:** With 96 percent of consumers residing outside the U.S., this program provides small and midsize manufacturers with training and guidance to develop and expand their exports. This focused, three-session program with follow-up helps companies identify export markets and increase speed to market for their products. Within the first year after completion, companies on average increase sales by \$900,000—making this the most effective program of its kind among the nation's 53 manufacturing extension partnerships.
- **Supply Chain Advantage/Accelerate:** Designed to help suppliers increase the speed of production to improve performance and flexibility, this program combines a customizable blend of high-level strategic consulting and hands-on assistance, helping companies reduce critical path time by 43 percent on average.
- WMEP's food and feed safety certification specialists help food companies operating in Wisconsin achieve and maintain **Global Food Safety Initiative Certification**, indicating the highest degree of confidence in their products' quality and safety.

American ginseng, acclaimed for health benefits including improving quality of life for cancer patients, improving blood sugar regulation for diabetes patients and warding off the common cold, has been cultivated in Wisconsin for more than 100 years. Wisconsin ginseng, the gold standard for high-quality American ginseng, accounts for 95 percent of the total cultivated American ginseng production in the U.S. The **Ginseng Board of Wisconsin** is a nonprofit association dedicated to the sales of high-quality, pure Wisconsin ginseng.

Wisconsin also produces more cranberries than any other U.S. state—in fact, it produces more than half of the entire world’s cranberry supply. Founded in 1887, the **Wisconsin Cranberry Growers Association** is a member-based organization created to cultivate the state’s cranberry industry and support its growers through useful educational resources, sound governmental policies and effective public communications.

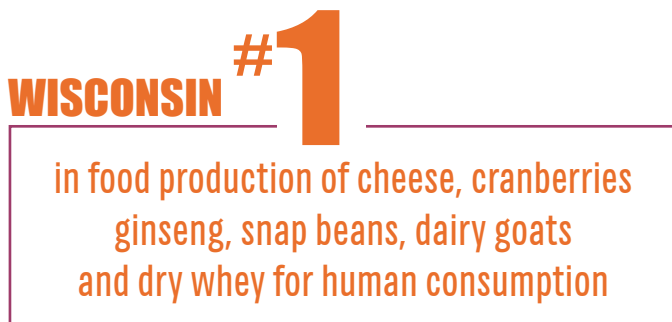
Wisconsin aquaculture contributes \$21 million in annual economic activity to the state. Wisconsin has 2,314 registered fish farms and six wholesale fish processing farms.<sup>1</sup> Farmed species include trout, yellow perch, bluegill, walleye, northern pike, muskie, bass and minnows. The **Wisconsin Aquaculture Association** is an industry-led and producer-centered organization that serves as the voice of aquaculture in the state, sponsoring the annual Wisconsin Aquaculture Conference in March and Aquaculture Day in May.

## FOOD AND BEVERAGE PRODUCTION THRIVE ON SUSTAINABLE ENERGY AND WATER

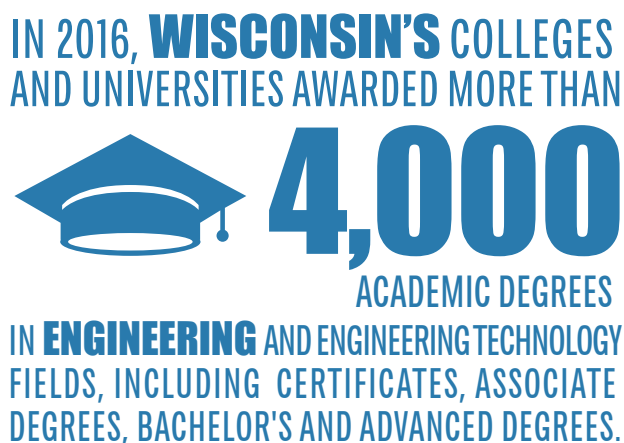
For food and beverage sector companies that aim to survive and thrive well into the future, sustainability must be a priority. And for companies concerned about sustainability, Wisconsin is a prime location—the home to North America’s chief water industry cluster, as well as a dynamic energy, power and control industry that is developing sustainable solutions for consumers and businesses alike. Wisconsin is a national sustainability leader in managing stormwater, creating renewable energy from waste products, and mitigating and adapting to climate change. In addition, Wisconsin has access to an abundant supply of fresh water, with two Great Lakes and the Mississippi River forming the state’s borders, and more than 15,000 lakes within state lines.

Food and beverage sector companies in Wisconsin benefit from the presence of:

- The **Water Council**, the only organization of its kind in the U.S., an industry-led nonprofit dedicated to achieving global freshwater sustainability through total water cycle solutions.
- The **Global Water Center**, operated by The Water Council at the heart of a bustling Water Technology District in Milwaukee.
- UW-Milwaukee’s **School of Freshwater Sciences**, the largest academic research institution for the Great Lakes, with one-of-a-kind lab capabilities and assets including the Center for Water Policy, the Great Lakes Aquaculture Center, the Great Lakes Genomics Center, the Water Equipment and Policy Research Center and a Water Technology Accelerator.
- The **Great Lakes Bioenergy Research Center**, a public-private collaboration led by UW-Madison in partnership with Michigan State University, which performs the basic research that generates technology to convert cellulosic biomass to ethanol and other advanced biofuels.



Source: Wisconsin Farm Bureau Federation, 2017



Source: National IPEDS database published by the U.S. Department of Education's NCES

<sup>1</sup> Steve Deller, Professor of Agriculture and Applied Economics, College of Agriculture and Life Sciences, UW-Madison, and community development specialist, UW-Extension cooperative extension, 2007.



# CUTTING-EDGE ACADEMIC PROGRAMS AND INDUSTRY-ACADEMIC COLLABORATIONS

The combination of deep academic expertise and a rich history of agriculture in Wisconsin has resulted in a number of commercialization opportunities in the food and agriculture industries, with particular emphasis on food formulation, food transportation and food safety. The U.S. Department of Labor predicts that employment in food science will grow at an above-average annual rate of 9 percent in the coming years, and Wisconsin's educational institutions are helping to educate the future workers to fill these jobs.



The University of Wisconsin-Madison's **College of Agricultural and Life Sciences (CALS)** is one of the oldest and most prestigious colleges devoted to the study of our living world. Established in 1889, CALS carries out UW-Madison's mission as a land-grant public university through excellence in teaching, research and public outreach across 19 academic fields, ranging from production agriculture to natural resources, from social sciences to fundamental life sciences. By encouraging collaboration and innovation among these fields, CALS helps address problems and create opportunities that affect our food, our environment, our health and our energy future.



Within CALS, the **Center for Integrated Agricultural Systems** studies how integrated farming systems can contribute to environmental, economic, social and intergenerational sustainability.



The University of Wisconsin-Madison's **Center for Dairy Research** is the nation's leading dairy formulation and research laboratory. The center explores functional, flavor and physical properties of cheese/cheese products and other milk components used as ingredients and as finished products. More than 30 researchers and scientists at the center are involved in conducting basic and applied dairy research.

**WISCONSIN #1**  
cheese and whey production nationwide

Source: Wisconsin Farm Bureau Federation, 2017



Source: Center for Retirement Research at Boston College, 2016



The University of Wisconsin-Madison's **Food Research Institute**, an interdisciplinary institute brought to the UW campus in 1966, is world renowned for its expertise in microbiology, food science, dairy science, meat science, veterinary medicine, plant pathology and food allergies. The institute conducts basic and applied research on food-borne bacteria, molds, protozoa and viruses, with a focus on microbe and toxin detection systems, pre-harvest and post-harvest intervention strategies and mitigating diet-related diseases.

UW Extension's **Meat Science Extension** program has a mission to teach, learn, lead and serve, connecting people with the University of Wisconsin and engaging with them in transforming lives and communities. It offers short courses, workshops and seminars on meat processing, meat marketing and special topics related to those fields, as well as consumer information and a master meat crafter training program. The new **Master Meat Crafter Training Program** was created to train future meat industry leaders and help to ensure the U.S. meat industry remains strong and viable for years to come. This program was developed in conjunction with the **Specialty Meat Development Center of Wisconsin**, a nonprofit organization founded in 2010.

UW Extension's **Discovery Farms** program develops on-farm and related research to determine the economic and environmental effects of agricultural practices on a diverse group of Wisconsin farms. The program educates and improves communications among the agricultural community, consumers, researchers and policymakers in an effort to better identify and implement effective environmental management practices that are compatible with profitable agriculture.



The Milwaukee Area Technical College (MATC) **Food Science Technology Program** applies principles of chemistry, biology and biotechnology to ensure that food products are safe and meet quality standards. The program emphasizes skills required in the food and beverage manufacturing industry. Focus areas include producing, packaging, preserving and distributing food. As of 2016, MATC's Food Maker School offers one-year programs focusing on mechanical maintenance and production technician education, and a two-year program for food science technicians, as well as certificates for food entrepreneurship and food exporting.



The **University of Wisconsin-Stout** is one of only a few schools in the U.S. to offer a bachelor of science degree in packaging. This program combines general education

with technical and professional studies. Students have the opportunity to apply theory to real problems. Through laboratory and co-op work experiences, students apply the principles of science, mathematics and communication skills.

**30 BILLION**  
IN 2016, WISCONSIN'S MILK PRODUCTION  
TOPPED 30 BILLION POUNDS FOR THE FIRST TIME.

Source: NASS via Wisconsin Milk Marketing Board

**WISCONSIN #1**  
among U.S. states in employment concentration for food  
product machinery manufacturing.

Source: Bureau of Labor Statistics Quarterly Census of Employment and Wages Annual 2016

**WISCONSIN IS #4**  
If Wisconsin were a country, it would rank #4 in  
world cheese production.

Source: NASS EuroStat Online Database, USDA Foreign Agricultural Service Production, Supply and Distribution Online Database via Wisconsin Milk Marketing Board, 2017



The **University of Wisconsin-River Falls Dairy Research Program** is one of the three largest such programs in the U.S. The program is housed within the College of Agriculture, Food and Environmental Science. Students receive a well-rounded education and learn just how closely disciplines such as agribusiness, agricultural engineering and crop science work together within the dairy industry.

As critical drivers of the state's economy, the agriculture and food and beverage industries benefit from a productive collaboration between the private and public sectors, including academia and state government. For example, in June 2013, the **Kikkoman Corporation** gave a \$1 million grant to the University of Wisconsin-Milwaukee's **School of Freshwater Sciences** to further the study of clean water.

**Mount Mary University** in Milwaukee recently added a food science undergraduate major and certificate program, fusing biology, chemistry and engineering to prepare students for careers in food quality management, processing, research and development, marketing and distribution. UW-River Falls also has a food science program with specializations including dairy science and food processing technology.



Photo courtesy of UW-Milwaukee School of Freshwater Sciences

**0.4%** WISCONSIN'S  
MANUFACTURING  
TAX RATE

# WISCONSIN

## JOHNSONVILLE

Sheboygan Falls



Wisconsin-based Johnsonville LLC has grown from a small-town butcher shop to become the top national sausage brand, featuring brats, Italian sausage, smoked-cooked links, breakfast sausage in fully cooked and fresh varieties, meatballs, summer sausage and fully cooked chicken breasts.

Johnsonville employs approximately 1,600 people, which the company refers to as “members.” Each member takes ownership of product quality to ensure the excellence and “Big Flavor” of Johnsonville. Supervisors are called “coaches” or “team leaders,” and the company is organized into “teams,” rather than departments.

Johnsonville is known not only for great-tasting sausage and chicken products, but also for its award-winning work environment. The company was named a Top Wisconsin Workplace by the *Milwaukee Journal Sentinel* in 2015, and in 2016 was awarded the Excellence in Practice Award from the Association for Talent Development for its intensive nine-month leader development program. HR Magazine named it one of the Best Small and Medium Companies to Work For, and the company earned the National Provisioner’s HR Evolution Award for its innovative approach to health and wellness programs. The company’s members are also behind the brand’s advertising campaign, “Made the Johnsonville Way,” which has won both domestic and international recognition.

Founded in 1945 by the late Ralph F. and Alice Stayer, Johnsonville remains privately owned and operated today. Johnsonville products are available in all 50 U.S. states and 40 countries around the world.

**93K+** EMPLOYED IN FOOD AND  
BEVERAGE MANUFACTURING

Source: EMSI 2017.3 Class of Worker QCEW Employees 2015

## KERRY

Multiple Wisconsin locations



Kerry, “the taste and nutrition company,” began as a dairy cooperative in Ireland in the 1970’s, committed to producing real and wholesome ingredients. Today, Kerry is a global leader in the food and beverage industry. As part of Ireland-based Kerry Group and with U.S. headquarters in Beloit, Wisconsin, Kerry has over 40 years’ experience and 24,000 staff on six continents. With more than 100 manufacturing facilities located in 25 countries and international sales offices in 20 countries across the globe, Kerry continually invests in science, application and production capabilities to lead the industry to better taste, nutrition and wellness.

Kerry is focused on taste and nutrition—and specifically, the intersection of the science of taste and the science of nutrition. Combining a deep understanding of taste with in-depth knowledge of people, culture, life stage and daily nutritional needs, Kerry works with a variety of food and beverage customers to make products that people enjoy and feel better about.

Wisconsin has been home to Kerry’s North America headquarters since 1988. In 2009, Kerry established its global technology and innovation center in Beloit, Wisconsin. Today, the center houses nearly 850 R&D scientists and industry professionals serving customers around the world. Kerry also operates manufacturing centers of excellence in both Sturtevant and Jackson, Wisconsin, where the company produces seasonings and beverage mixes.

**\$88.3 BILLION**  
economic impact of agriculture

Source: Contribution of Agriculture to the Wisconsin Economy, updated for 2012, UW-Extension Department of Agriculture and Applied Economics, Steven C. Deller and David Williams



# FOOD AND BEVERAGE COMPANIES

## PALERMO'S PIZZA

Milwaukee



When Gaspare (Jack) and Zina Fallucca, the founders of Palermo's Pizza, immigrated from Sicily to Milwaukee more than 50 years ago, they brought with them cherished family recipes and the Italian tradition of connecting food and family. In 1964, they opened a small ethnic bakery featuring authentic Italian pizza and later operated a popular restaurant before launching the frozen pizza manufacturing business that has grown into the fourth-largest pizza company in the U.S.

Now run by second- and third-generation family members, Palermo's is recognized for its innovative products that cater to consumer needs. Its growing family of brands – Palermo's Pizza®, King Cheese, Screamin' Sicilian™, Urban Pie Pizza Co™ and Connie's® Pizza – is available throughout the country, as well as in Canada and Mexico. Every pizza is made by dedicated pizzaiolos, as Palermo's affectionately refers to its 700 team members, drawing on the company's Italian roots and family recipes to deliver a great pizza experience.

In addition to embracing the company's corporate mission, Palermo's highly engaged workforce takes great pride in carrying out its social mission to feed the hungry and support inner-city youth. Its signature stewardship initiative, Easter Baskets for the Hungry, has provided 16,500 Easter meals and 500,000 pounds of food to needy families in the Milwaukee community over the past 10 years. And in 2016 alone, the company provided nearly 1 million pizzas to local food banks and community organizations – a loving tribute to Jack and Zina, who started it all.

## ORGANIC VALLEY

La Farge



Founded as a co-op of farmers at a meeting at the Vernon County courthouse in 1988, Organic Valley has become the number-one organic cooperative in the nation. Once a pioneer of organic agriculture, it is now an established leader. The company remains driven by its mission to promote regional farm diversity and economic stability by the means of organic agricultural methods and the sale of certified organic products. Organic Valley maintains integrity through its commitment to consumer education and delivering the highest quality organic products to consumers, schools, and a variety of manufacturers looking for organic ingredients.

Organic Valley's products are produced by more than 2,000 farm families across the nation. By using organic practices, these farms have kept more than 235 million pounds of toxins and synthetic fertilizers off the land since the co-op's founding.

Organic Valley is committed to organic agriculture and building a future for sustainable family farming in America. Its philosophy and decisions are based on the health and welfare of people, animals and the earth.

# WISCONSIN is #5

Wisconsin is among the top 5 U.S. states  
in the number of organic acres and the  
dollar value of organic sales.

Source: Organic Agriculture in Wisconsin: 2017 Status Report, UW-Madison Center for Integrated Agricultural Systems and Wisconsin DATCP

The Wisconsin Economic Development Corporation (WEDC) leads economic development efforts for the state by advancing and maximizing opportunities in Wisconsin for businesses, communities and people to thrive in a globally competitive environment. WEDC provides resources, operational support and financial assistance to companies, partners and communities in Wisconsin. WEDC achieves its mission through initiatives driven by five strategic pillars: business development; community and economic opportunity; strategic economic competitiveness; state brand management and promotion; and operational and fiscal excellence. Working with more than 600 regional and local partners, WEDC develops and delivers solutions representative of a highly responsive and coordinated economic development network.

Visit **InWisconsin.com** to learn more.

