

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 relying on Wisconsin's essential natural resources, its renowned research capabilities and the can-do spirit of its citizens to grow and succeed.

INDUSTRY LEADERSHIP

Wisconsin provides nourishment, 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 nearly 65,000 farms—in all, 14.3 million acres of land in the state is used for agriculture.¹ The state's \$104.8 billion total economic impact of agriculture (up from \$88.3 billion five years ago) includes approximately 154,000 jobs impacted by farming and 282,000 jobs impacted by food processing.² In particular, food processing continues to grow, accounting for the bulk of the growth in the contribution of agriculture to the Wisconsin economy in the last five years.³

Agricultural products are Wisconsin's second-highest export category, and Wisconsin ranks 12th among U.S. states for agricultural exports.⁴ In 2018, Wisconsin exported \$3.5 billion in agricultural products to 143 countries.⁵ 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.⁶ With a biohealth sector that employs 47,000 people⁷ and consists of over 1,800 companies,⁸ 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.⁹ Our cheese is world-renowned, with Wisconsin cheesemakers regularly winning top honors in national and international competitions. The Wisconsin Cheese Makers Association hosts the biennial World Cheese Championship, next taking place in 2022, and the Master Cheesemaker Certification offered by the Center for Dairy Research and the Dairy Farmers of Wisconsin is the only program of its kind in the U.S.

Organic production and organic products are particular strengths for Wisconsin. Ranking first in the U.S. for the production of organic corn, organic oats, organic beans and organic dry hay, 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% from 2008 to 2014.¹⁰

¹ Wisconsin 2018 Agricultural Statistics, DATCP

^{2,3} Contribution of Agriculture to the Wisconsin Economy, updated for 2017, 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} Infogroup 2019

⁷ EMSI Q3 2019 dataset, class of worker category, QCEW Employees 2017 Employment and Infogroup

⁹ Wisconsin 2018 Agricultural Statistics, DATCP

¹⁰ Organic Agriculture in Wisconsin: 2017 Status Report, UW-Madison Center for Integrated Agricultural Systems and the Wisconsin Department of Agriculture, Trade and Consumer Protection

100K+ EMPLOYED IN FOOD AND BEVERAGE MANUFACTURING

Source: EMSI 2019.4 Class of Worker QCEW Employees 2018

UNIQUE INDUSTRY ADVANTAGES

IN GOOD COMPANY

More than 1,400 food and beverage processing companies are located in Wisconsin.¹¹ International companies' U.S. or North America headquarters located in Wisconsin include:

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

Other major food companies with operations here include:

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

¹¹ Infogroup 2019

TALENT

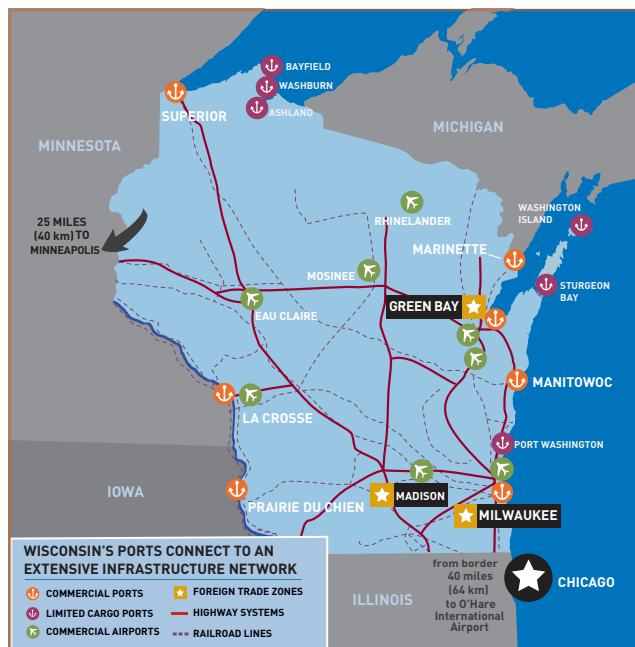
Wisconsin is well known for its industrious, Midwestern work ethic, and its educational system is universally admired. With a high school graduation rate consistently ranked among the top in the nation, Wisconsin has a steady pipeline of talent to keep our state at the forefront of innovation and economic growth. The University of Wisconsin System is regularly cited as a leader in terms of quality and reach, with established leadership in research and workforce development. Wisconsin's public and private universities and colleges support the partnerships, 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.

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.

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 2018



INFRASTRUCTURE IN WISCONSIN

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HIGHWAY SYSTEMS

State commerce and industry relies on nine major highways covering more than 11,700 miles (18,829 km) to move our goods to market. Our interstate system connects us to major industrial cities across the U.S.

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RAILROAD LINES

Rail traffic throughout the state continues to grow and move more than \$160 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 1,068 domestic flights daily to 153 U.S. cities and more than 123 direct flights daily to 55 international destinations.

MINNEAPOLIS: 163 nonstop flights including 136 domestic and 27 international markets

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COMMERCIAL PORTS

Uniquely situated on the nation's second largest waterways, Wisconsin ships approximately 30 million tons 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

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

A major advantage of locating in Wisconsin is the sheer diversity of agricultural production and product manufacturing that takes place within the state's food and beverage sector. With exports across 39 food and beverage subcategories, Wisconsin delivers to the world. In consumer products, ingredients, animal nutrition and beyond, variety is a strength for this sector in Wisconsin. The state also has the nation's largest concentration of machinery and equipment manufacturers, giving companies that locate here a supply chain advantage as well.

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.

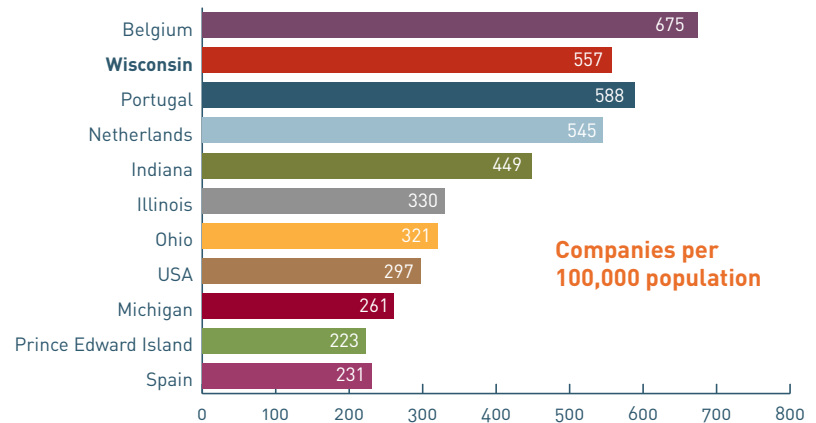
Wisconsin has 100,922 total employees in the food and beverage sector. Top employment categories include the following:

JOB CLASSIFICATION	
Dairy product manufacturing	20,423
Animal production	17,205
Animal slaughtering and processing	15,966
Fruit/vegetable preserving	11,059
Other food manufacturing	8,871
Crop production	6,985
Bakeries and tortilla manufacturing	6,917
Beverage manufacturing	4,483
Animal food manufacturing	2,529

Source: EMSI 2019.4 Class of Worker QCEW Employees 2018

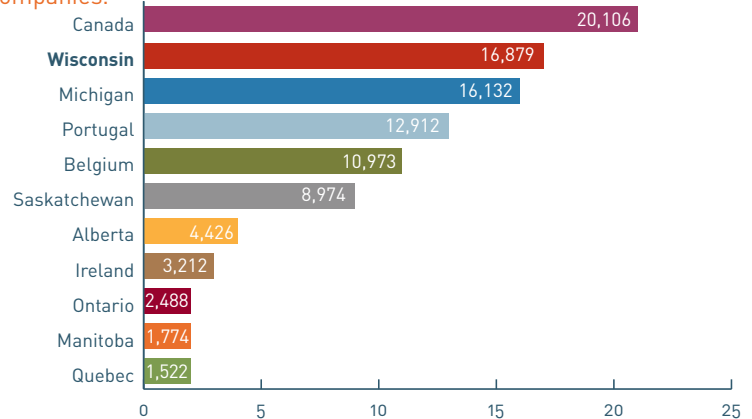
SPECIALIZATION IN FOOD AND TOBACCO

Wisconsin has a highly specialized food and beverage workforce.



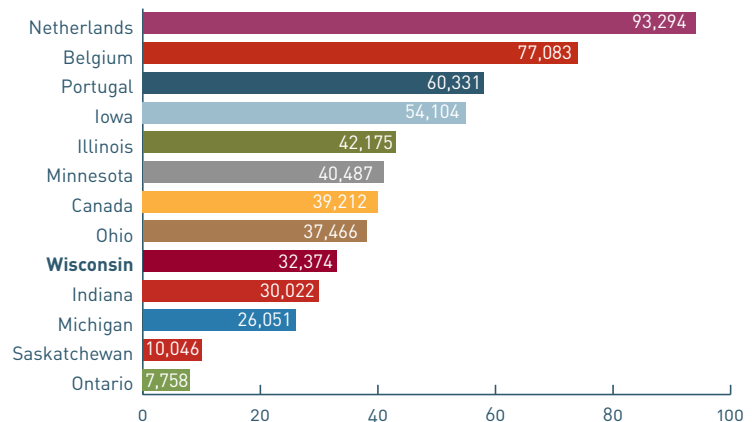
COMPANIES IN GRAIN PROCESSING

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



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	2018 EXPORT VALUE	PERCENTAGE OF STATE EXPORTS
Product categories are based on 2 and 4-digit HS code numbers.		
Miscellaneous prepared food	\$366,549,849	1.61%
Preparations of vegetables, fruit, nuts, or other parts of plants	\$354,998,683	1.56%
Dairy produce, eggs, honey, etc.	\$281,903,153	1.24%
Wood and articles of wood	\$270,468,480	1.19%
Prepared meat, fish, crustaceans	\$246,366,404	1.08%
Beverages (alcoholic and non-alcoholic) and ethanol	\$232,746,470	1.02%
Cereals	\$182,413,587	0.80%
Fresh, frozen, chilled meat	\$159,170,140	0.70%
Odoriferous substances and mixtures used for food and drink or industrial purposes	\$158,351,693	0.70%
Oil seeds, grains, seeds and fruit; industrial or medicinal plants	\$152,236,808	0.67%
All other agriculture-related products	\$1,094,507,272	4.82%
TOTAL ALL AGRICULTURE-RELATED COMMODITIES	\$3,499,712,539	15.40%

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

POWERFUL PARTNERSHIPS

Public-private partners in Wisconsin draw together industry, academia and government to create collaborative engagements enhancing sustainability and thought leadership.



FaB Wisconsin, a statewide industry cluster organization, is where the business of food meets the passion for better—meaning

cleaner, closer, safer, bolder—food and beverage. Founded on Wisconsin's unique food and beverage manufacturing strengths, the organization's purpose is to tighten the ecosystem and to heighten industry leadership, global awareness and capacity for sustainable growth and industry innovation. With 270 member companies and nearly 1,000 industry professionals, in collaboration with industry leaders and partners, FaB is addressing seven areas of focus: industry leadership, talent attraction, catalytic innovation, food safety compliance, international opportunities, growing and scaling businesses, and supply chain management.

The organization's signature services include:

- The **FaBcap Accelerator**, an annual, nine-month accelerator for Wisconsin-based food or beverage product, ingredient or technology companies, presented in partnership with WEDC, the University of Wisconsin Food Finance Institute, the Small Business Development Center and food industry leaders. As of 2019, the accelerator has graduated 30 companies, and these companies have attracted more than \$500,000 in grant funding, \$6.6 million in debt funding and \$4.3 million in equity funding, and have generated annual sales totaling nearly \$24 million.

- **Farm to Fork Career Discovery**, made possible with support from WEDC and industry leaders. The one-day experience will be offered in two Wisconsin locations in 2020, and contact with teachers, students and counselors will be extended throughout the year. To date, 120 employers, colleges and universities, 37 high schools and more than 2,000 students have taken part in the initiative.

- The **FaBsafe Certificate**, a basic annual food and beverage manufacturing safety certificate developed in partnership with the food industry, and meant to provide an affordable and convenient foundation to the basic food safety employee training required by the Food Safety Modernization Act.

To date, 59 companies have graduated from the program. With support from WEDC, FaBsafe training will move online, and a high school version of the program will be piloted in 2020.

- **MovingFaB**, a new transportation collaborative to develop industry-driven solutions to transportation issues, fees and fines facing food and beverage manufacturers.

The **Wisconsin Department of Agriculture, Trade and Consumer Protection** offers a variety of services—including export assistance—through its Division of Agricultural Development. Other programs include:



- **Something Special from Wisconsin™**, a trademarking program for Wisconsin-made items

- **Business development programs** offering information, resources, technical assistance and referrals to support market development and sector growth

- **Market development grants** supporting organic and specialty-crop product development and market growth tools through engagement with a broad network of stakeholders, including food production companies, agricultural associations, and food processors, distributors, wholesalers and retailers

Another resource for vegetable and fruit processors is the **Midwest Food Products Association**, which represents product makers and their supply chains. Services include an annual multistate conference, safety training and collaborative opportunities with other food makers in the state.

The **Wisconsin Cheese Makers Association** serves dairy processors and their industry supplier partners as an advocate, a networking hub and a trusted source of education and information. The association proudly hosts the renowned U.S. and World Championship Cheese Contests, as well as CheeseExpo and the Cheese Industry Conference.

Food product manufacturers can make use of the **Wisconsin Center for Manufacturing and Productivity** (WCMP), which provides a variety of programs to help companies achieve key objectives in exports, productivity and sustainability. These solutions are delivered by the Wisconsin Manufacturing Extension Partnership (WMEP) and the Northwest Wisconsin Manufacturing Outreach Center. These organizations also offer customized planning and implementation assistance programs that encompass growth, cost and efficiency, certification and compliance, and creating a winning culture. To date, they have provided 6,684 assistances, resulting in more than \$3 billion in direct economic impact. Key programs include:

- **ExporTech™**: With 96% of consumers residing outside the U.S., this program provides small and midsize manufacturers with export expansion strategy development for executive leaders. This focused, three-session program with customized coaching guides companies in identifying export markets and increasing speed to market for their products. By implementing strategies built around the best practices of proactive exporters, Wisconsin companies average close to \$1 million in new revenues within one year after completing the program, making this the most effective program for export strategy in the nation. 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 offers a customizable blend of high-level strategic consulting and hands-on assistance, helping companies reduce critical path time by 43% on average.
- Food and feed safety certification specialists help food companies achieve and maintain **Global Food Safety Initiative** Certification.

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% 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.



Aquaculture contributes \$21 million in annual economic activity to the state, which is home to national and global leaders in aquaponics and in recirculating (indoor) aquaculture systems. Over 2,000 registered producers grow and deliver consumer products, fingerlings for stocking Wisconsin's waters and bait fish for recreational pursuits. Farmed species include Atlantic salmon, trout, lake perch, walleye, northern pike, Muskie, bass, bluegill and minnows. The **Northern Aquaculture Demonstration Facility** at UW-Stevens Point drives Wisconsin's aquaculture and aquaponics industries forward through innovation and business development. The **Great Lakes Aquaculture Research Program** at the School of Freshwater Sciences specializes in intensive urban aquaculture, an innovative process that allows freshwater fish to be grown in repurposed urban buildings. Its researchers have developed state-of-the-art techniques that use green technology and water reuse to provide a valuable new source of clean, locally grown, sustainable food.

CUTTING-EDGE ACADEMIC PROGRAMS AND INDUSTRY-ACADEMIC COLLABORATIONS

Employment in food science is projected to grow at an above-average annual rate of 9% in the coming years, and Wisconsin's educational institutions are helping to educate the future workers to fill these jobs. In addition to talent availability, the University of Wisconsin and other academic partners in Wisconsin offer a spectrum of industry services.



The University of Wisconsin-Madison's **College of Agricultural and Life Sciences** is one of the oldest and most prestigious colleges devoted to the study of our living world. Established in 1889, the college 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, social sciences and fundamental life sciences.



The **UW Center for Dairy Research** in Madison is the nation's leading research laboratory and center of excellence in dairy product formulation. With strong industry support and engagement, the center is on the cusp of major dairy plant renovation, a new Beverage Innovation

Center and expanded industry services. The center's staff of more than 40 explores functional, flavor and physical properties of cheese/cheese products and other milk components used as ingredients and as finished products.

The **UW Food Finance Institute** in Madison offers a range of group, individual or custom consulting services to accomplish its mission of making high-quality financial and technical assistance available to growing food, beverage and value-added farm businesses throughout Wisconsin.



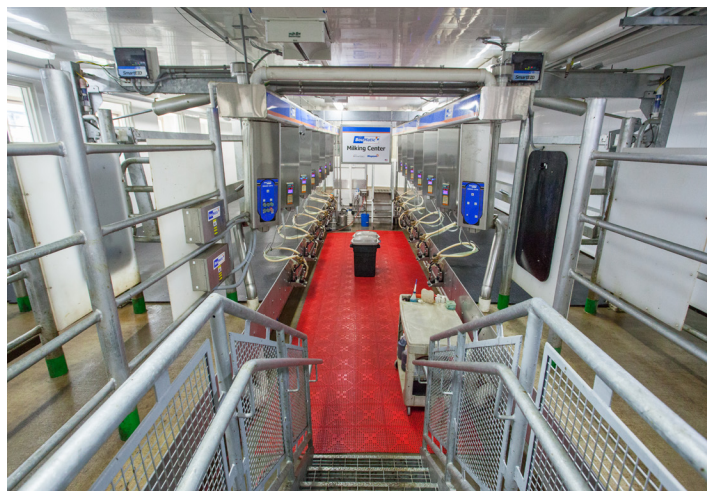
The **UW Food Research Institute** in Madison is world renowned for its research and industry-

applied expertise across the entire food supply chain. An interdisciplinary cadre of researchers from the College of Agricultural and Life Sciences gives special emphasis to microbiology, food science, dairy science, meat science, veterinary medicine, plant pathology and food allergies. The result is widely supported knowledge with applications in food-borne bacteria, molds, protozoa and viruses, with a focus on microbe and toxin detection systems.

UW's new \$50 million **Meat Science and Animal Biologics Discovery** building opens in 2020 and will serve as a hub for problem-solvers looking to improve the meat industry, animal and human health, agriculture, consumer products and the environment. The UW Extension program is a strong partner in the mission to teach and share through short courses, workshops and seminars on meat processing, meat marketing and special topics related to those fields, as well as consumer information and the Master Meat Crafter Training Program.



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 communication among the agricultural community, consumers, researchers and policymakers toward the goal of better identifying and implementing effective environmental management practices that are compatible with profitable agriculture.



Food packaging professionals are trained through the University of Wisconsin-Stout's nationally recognized **bachelor of science in packaging program**. Combining general education with technical and professional studies, students apply theory to real food industry problems. Through laboratory and co-op work experiences, students apply STEM principles and communication skills in companies around the state.



Students package freshly made cheese curds in the UWRF Dairy Pilot Plant.

The University of Wisconsin-River Falls' **Dairy Research Program** is one of the top programs in the nation. With a multimillion-dollar renovation being completed in 2020, the pilot dairy plant expands both student training opportunities and services to industry. 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.

Mount Mary University in Milwaukee develops industry talent through bachelor's and master's degree programs in food science fusing biology, chemistry and engineering to prepare students for careers in food quality management, processing, research and development, marketing and distribution.

Lakeland University in Plymouth offers food safety and quality programs blending the science of biology and chemistry with best practices in food processing, producing graduates who are ready to work as manufacturing professionals, equipped to advance the food processing industry, with added value in finance and management. Strong industry support helped create a new state-of-the-art lab on campus in 2019.

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—North America's leading water technology cluster is located in Milwaukee. Close interaction between water users and solution providers is common. To cite just one example, the MillerCoors brewery in Milwaukee (now a subsidiary of Molson Coors) pursued and obtained certification from the Alliance for Water Stewardship (whose North America headquarters is at the Global Water Center in Milwaukee) for its water stewardship practices, and the company has made a commitment to working with the communities where it has a presence to improve water efficiency; manage wastewater; and take a leadership role in conserving water, improving soil health and biodiversity, and advancing water restoration efforts in its breweries' watersheds.

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 Innovation District in Milwaukee
- The University of Wisconsin **School of Freshwater Sciences** in Milwaukee is the only academic freshwater research institution in the nation, 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

WISCONSIN

JOHNSONVILLE

Sheboygan Falls



Johnsonville LLC has grown from a small-town butcher shop to become the number-one national sausage brand. Johnsonville products are enjoyed in 45 countries around the globe and served in more than 130 professional, college and semi-pro sports stadiums throughout the U.S.

Johnsonville employs approximately 2,000 members. Founded in 1945 by the late Ralph F. and Alice Stayer, Johnsonville remains privately owned and operated today.

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.

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 nearly 60 years ago, they brought with them cherished family recipes and the Italian tradition of connecting food and family. In 1964, they opened a small 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®, Screamin' Sicilian™, Urban Pie Pizza Co™ and Connie's® Pizza—is available throughout the U.S., and internationally as well. 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 615,000 pounds of food to needy families in the Milwaukee area over the past 12 years. And in 2019 alone, the company provided nearly 750,000 pizza meals 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, farmer-owned cooperative in the nation. Once a pioneer of organic agriculture, it is now an established leader. The cooperative remains driven by its mission to promote regional farm diversity and economic stability through organic farming and the sale of certified organic products. Organic Valley maintains integrity through a strong 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 2,000 farm families across the nation. By using organic practices, these farms have kept more than 386 million pounds of toxic pesticides, herbicides and synthetic fertilizers off the land since the co-op's founding 30-plus years ago.

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.

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.

