



FOOD AND BEVERAGE IN WISCONSIN



3,700⁺
companies



107,000⁺
industry jobs



In Wisconsin, we offer unparalleled advantages that are uniquely suited to food and beverage manufacturing.

Workforce. We deliver the second-highest concentration of experienced manufacturing workers in the U.S., often three to four times higher in critical industry sectors than competing states.

Central location. From the center of the U.S., we offer quick access to markets throughout North America. Chicago and its O'Hare Airport are less than an hour from our border. And our well-developed logistics sector moves your goods to market efficiently via rail, road, air or water.

Academic excellence. We push the boundaries of theoretical and applied science—and prepare talent for the future. At more than \$1.3 billion annually, our flagship University of Wisconsin-Madison ranks #8 in the U.S. for research spending; the University of Wisconsin System awards more than 41,000 degrees annually.

Low risk of natural disaster. We offer remarkably low risk for every imaginable type of disaster, from earthquakes and wildfires to climate threats like heat waves, tornadoes and hurricanes.

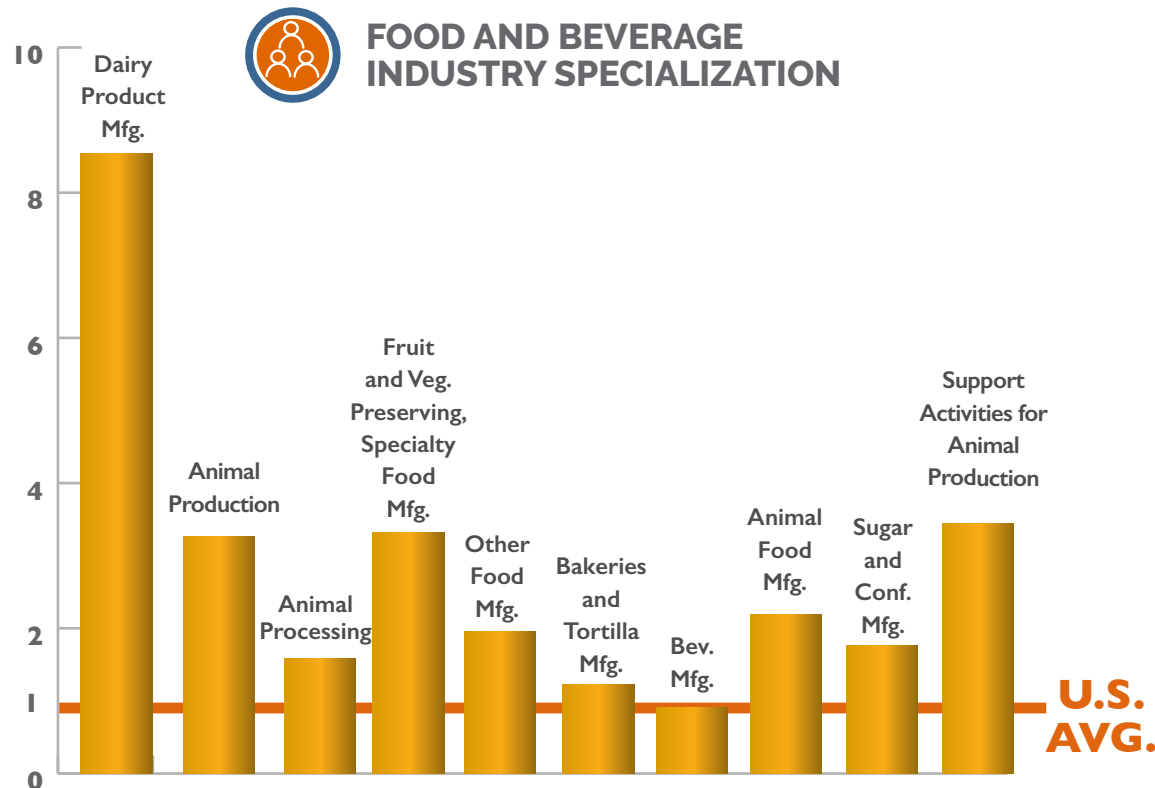
Fiscal responsibility. From our fully funded state pension system—one of only two in the U.S.—to our extraordinary credit rating, we offer a politically stable, low-tax, low-regulation, business-welcoming environment.

Discover why global leaders in vital sectors—advanced manufacturing; energy, power and controls; water technology; food and beverage; and biohealth—are choosing Wisconsin as their entry point into North American markets.



WORKFORCE BUILT FOR SUCCESS

We pioneered industry-focused workforce development in the United States. As the first state to develop a technical college system, we have 100+ years of experience training our workforce to fulfill ever-changing requirements. National manufacturing employment concentration data proves the Wisconsin advantage: we offer you a skilled, experienced workforce that's ready to be productive starting on the day you open your doors.



OVER
5,000
ENGINEERING DEGREES AND
CERTIFICATES AWARDED IN 2020

ACADEMIC EXCELLENCE

In Wisconsin, our universities lead in research and technology commercialization, supporting partnerships, companies and policymakers to develop new, innovative products that fill market needs. For example:

UW-Madison and **UW-Milwaukee** are both Tier 1 research universities; UW-Madison ranks #8 in the U.S. for research spending, with over \$1.3 billion in research expenditures in fiscal year 2020.

The **University of Wisconsin-Madison's College of Agricultural** and Life Sciences, established in 1889, awarded 353 degrees in 2020.

The **UW Center for Dairy Research** in Madison is the nation's leading research laboratory and center of excellence in dairy product formulation.

The **UW Food Research Institute** in Madison is world renowned for its research and industry-applied expertise in microbiology, food science, dairy science, meat science, veterinary medicine, plant pathology and food allergies, as well as microbe and toxin detection systems.

UW's new \$50 million **Meat Science and Animal Biologics Discovery** building opened in 2020. The UW Extension program is a strong partner in the mission to teach and share knowledge through initiatives including its Master Meat Crafter Training Program.

Food packaging professionals are trained through the **University of Wisconsin-Stout's** nationally recognized bachelor of science in packaging program.

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

Industry Strong. Technology Smart. Future Ready.

“As we are embarking on building one of the largest facilities in the confectionary industry, this location provides ideal conditions to further grow HARIBO's successful business in the USA.

- Wes Saber, Executive Vice President and Chief Financial Officer, HARIBO of America Inc.



**14 OF THE 20 LARGEST FOOD
COMPANIES IN THE WORLD
HAVE OPERATIONS IN WISCONSIN**

BUILT FOR INNOVATION

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.

Helping you get connected within the sector is **FaB Wisconsin**, a statewide industry cluster organization 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.

Wisconsin's leading food and beverage companies:





ECONOMIC IMPACT OF
AGRICULTURE

\$104.8
BILLION



MORE THAN

85

FOOD INDUSTRY
DISTRIBUTION CENTERS



POUNDS OF CHEESE
PRODUCED EACH YEAR

3.4
BILLION



AGRICULTURAL LAND

14.3

MILLION ACRES



NEARLY

65,000
FARMS

From farm to factory to fork, Wisconsin has an entire supply chain ready and waiting for your food or beverage business to connect into.

In Wisconsin, we produce the ingredients you need for your food and beverage products. We not only have a strong agriculture industry. We also have strength in flavors and seasonings, food science, food safety, food processing machinery and packaging—everything you need to get your product from the farm field into the hand of the consumer. Decisions by companies such as Kerry, Schwabe and Chr. Hansen to locate here speak to Wisconsin's strength in food ingredients.

Organic production and organic products are particular strengths for Wisconsin. Ranking in the top five in the U.S. for acreage of organic field crops, Wisconsin is also one of the top five states for production of organic corn, organic oats, organic rye, and organic dry hay. Wisconsin is also one of the nation's top two producers of organic milk, and is home to the largest organic milk cooperative.

Wisconsin produced more than 30 billion pounds of milk—14% of total U.S. production—in 2020. We produce more dry whey than any other state, and rank second among U.S. states in the production of butter, lactose and whey protein concentrate for human consumption.

We are #1 in cheese production, with nearly 3.4 billion pounds of cheese made here each year. Our state's nearly 1,200 licensed cheesemakers produce over 600 types, styles and varieties of cheese—nearly double the number of any other state—and regularly win top honors in national and international competitions. The Wisconsin Cheese Makers Association hosts the biennial World Cheese Championship, 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.

Wisconsin is also the #1 U.S. producer of ginseng, mink pelts and cranberries.



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Wisconsin provides the ideal business environment and all the necessary elements you need to grow your business: talent, technology, supply chain, location and infrastructure.

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WISCONSIN
ECONOMIC DEVELOPMENT