



APPETITE FOR SUCCESS

WISCONSIN'S WORLD-LEADING FOOD AND BEVERAGE SECTOR

LOOK FORWARD ►

INDUSTRY STRONG. TECHNOLOGY SMART. FUTURE READY.

3,700+

industry companies in Wisconsin

Lightcast Q4 2022 Dataset

136,000+

industry jobs in Wisconsin

Lightcast Q4 2022 Dataset



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 business network with more than 100 member companies and nearly 1,000 industry professionals. FaB addresses leadership, talent attraction and retention, innovation, food safety compliance, international opportunities, and supply chain management to build upon Wisconsin's strengths as an ideal location for your food and beverage business.

WISCONSIN'S LEADERS IN FOOD AND BEVERAGE



8 OF THE 10

largest food companies in the world have operations in Wisconsin.

Data Axle, 2022



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.

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,¹ Wisconsin is also one of the top five states for production of organic corn, organic oats, organic rye, organic dry hay, organic milk, and organic eggs,¹ and is home to the largest organic dairy cooperative.²



WISCONSIN IS THE #1 U.S. PRODUCER

of ginseng, goat milk, mink pelts, and cranberries.

Wisconsin 2022 Agricultural Statistics, DATCP

Wisconsin produced more than 31 billion pounds of milk—14% of total U.S. production—in 2021.³ 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.⁴

We are No. 1 in cheese production, with nearly 3.5 billion pounds of cheese made here each year⁴—25% of the U.S. total!⁵ Our state's nearly 1,200 licensed cheesemakers produce more than 600 types, styles, and varieties of cheese⁴—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.

Sources: (1) USDA 2022 Organic Survey Report; (2) Organic Valley; (3) Dairy Farmers of Wisconsin; (4) Wisconsin 2022 Agricultural Statistics, DATCP; (5) U.S. Department of Agriculture National Agricultural Statistics Service



WISCONSIN IS THE #1 U.S. PRODUCER

of snap beans and corn for silage.

Wisconsin 2022 Agricultural Statistics, DATCP

THE WORKFORCE YOU NEED AWAITS YOU IN WISCONSIN

33%
of Wisconsin adults have a
**BACHELOR'S DEGREE
OR HIGHER**

U.S. Census 2021 American Communities Survey



FOOD AND BEVERAGE INDUSTRY SPECIALIZATION

Workforce strength in the areas you need

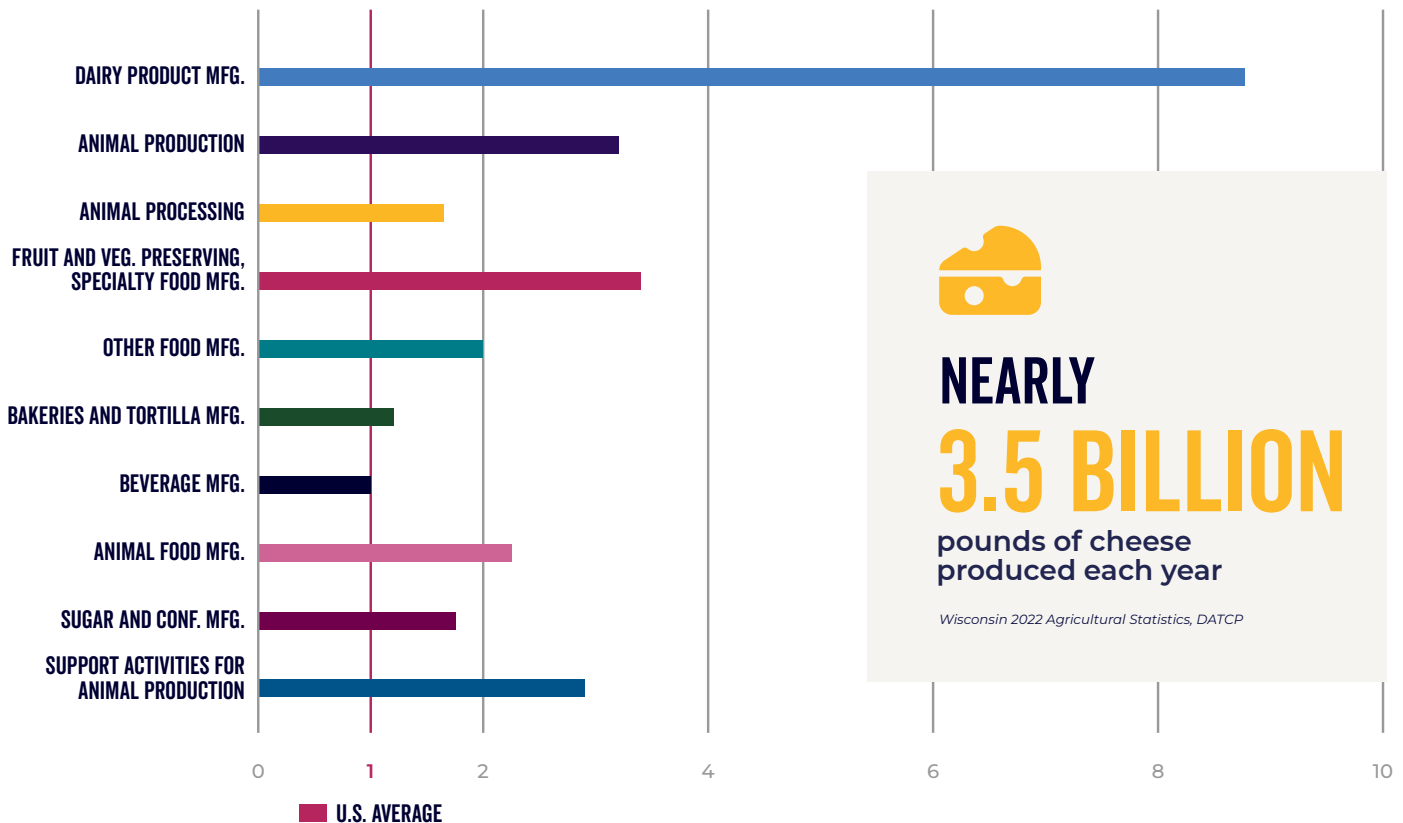


Chart source: Lightcast Q4 2022 Dataset

THE WORKFORCE YOU NEED AWAITS YOU IN WISCONSIN



NEARLY 5,000

engineering degrees and
certificates awarded in 2021

Lightcast 2022.4 Dataset using U.S. NCES IPEDS data

ADVANCING KNOWLEDGE

We pioneered industry-focused workforce development in the U.S. 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.

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;⁶ UW-Madison ranks #8 in the U.S. for research spending,⁷ with over \$1.3 billion in research expenditures in fiscal year 2021.⁷



Nearly

490,000

post-secondary students

Reporting from the UW System, WAICU, and WTCS

- The UW-Madison's **College of Agricultural and Life Sciences**, established in 1889, awarded 334 degrees in 2021.
- 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.

UNPARALLELED ADVANTAGES

**WISCONSIN IS #3
IN THE U.S.**



FOR PRODUCTION OF
POTATOES, CARROTS, GREEN
PEAS, AND SWEET CORN.

USDA NASS 2022 Wisconsin Agricultural Statistics

AVERAGE DAIRY HERD SIZE
IN WISCONSIN



188 COWS

USDA Agricultural Statistics Service

**WISCONSIN IS #4
IN THE U.S.**



FOR THE PRODUCTION
OF OATS.

USDA NASS 2022 Wisconsin Agricultural Statistics

AVERAGE FARM SIZE IN
WISCONSIN: 222 ACRES
(90 HECTARES)



TOTAL WISCONSIN FARMLAND
**14.3 MILLION
ACRES**

USDA NASS 2022 Wisconsin Agricultural Statistics

**WISCONSIN EXPORTED
\$4.2 BILLION**



IN FOOD, FORESTRY, AND
AGRICULTURE PRODUCTS
IN 2022.

U.S. Census Bureau data as reported by WISERTrade

UNPARALLELED ADVANTAGES



AN IDEAL LOCATION

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

Workforce

We deliver the highest concentration of experienced manufacturing workers in the U.S.,⁸ often three to four times higher in critical industry sectors than competing states.

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.

Academic excellence

We push the boundaries of theoretical and applied science—and prepare talent for the future. At more than \$1.3 billion annually,⁹ our flagship University of Wisconsin-Madison ranks #8 in the U.S. for research spending;⁹ the University of Wisconsin System awards more than 41,000 degrees annually.¹⁰

Fiscal responsibility

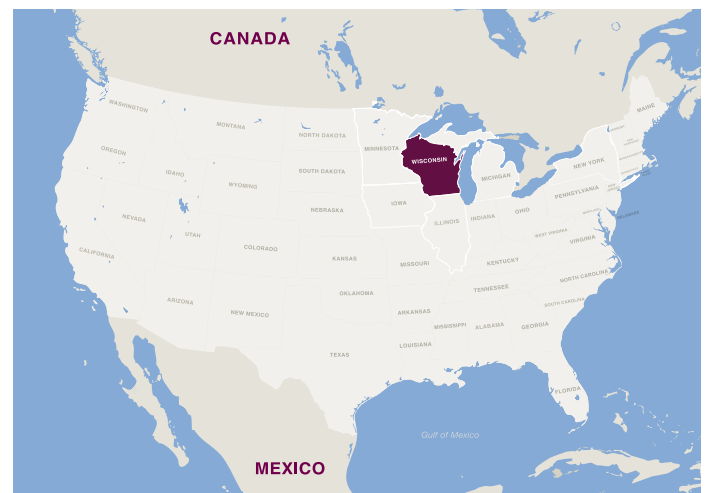
From our fully funded state pension system—one of only two in the U.S.¹¹—to our extraordinary credit rating, we offer a politically stable, low-tax, low-regulation, business-welcoming environment.

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.

Natural resources

More than two-thirds of Wisconsin's borders are water,¹² and 21% of the entire world's fresh water is located along the state's borders.¹³ In addition, Wisconsin has 1.2 quadrillion gallons of groundwater;¹⁴ this plentiful supply means Wisconsin businesses have no trouble getting access to the water they need for their operations.



Sources: (8) Business Facilities magazine, July/August 2022; (9) U.S. NCES Higher Education Research and Development Survey; (10) Lightcast Q4 2022 Dataset; (11) Pew Charitable Trusts; (12) Wisconsin State Cartographer's Office and U.S. Census Bureau; (13) Wisconsin Water Facts, Wisconsin Water Library, UW-Madison; (14) Wisconsin Department of Natural Resources



CONTACT US

Sarah Bownds, MBA
Business Attraction Manager
Global Trade & Investment
+1.608.210.6769
sarah.bownds@wedc.org



Heather Smith, EDPF, CPM
Senior Director, Business Investment & Attraction
Global Trade & Investment
+1.608.210.6758
heather.smith@wedc.org

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