

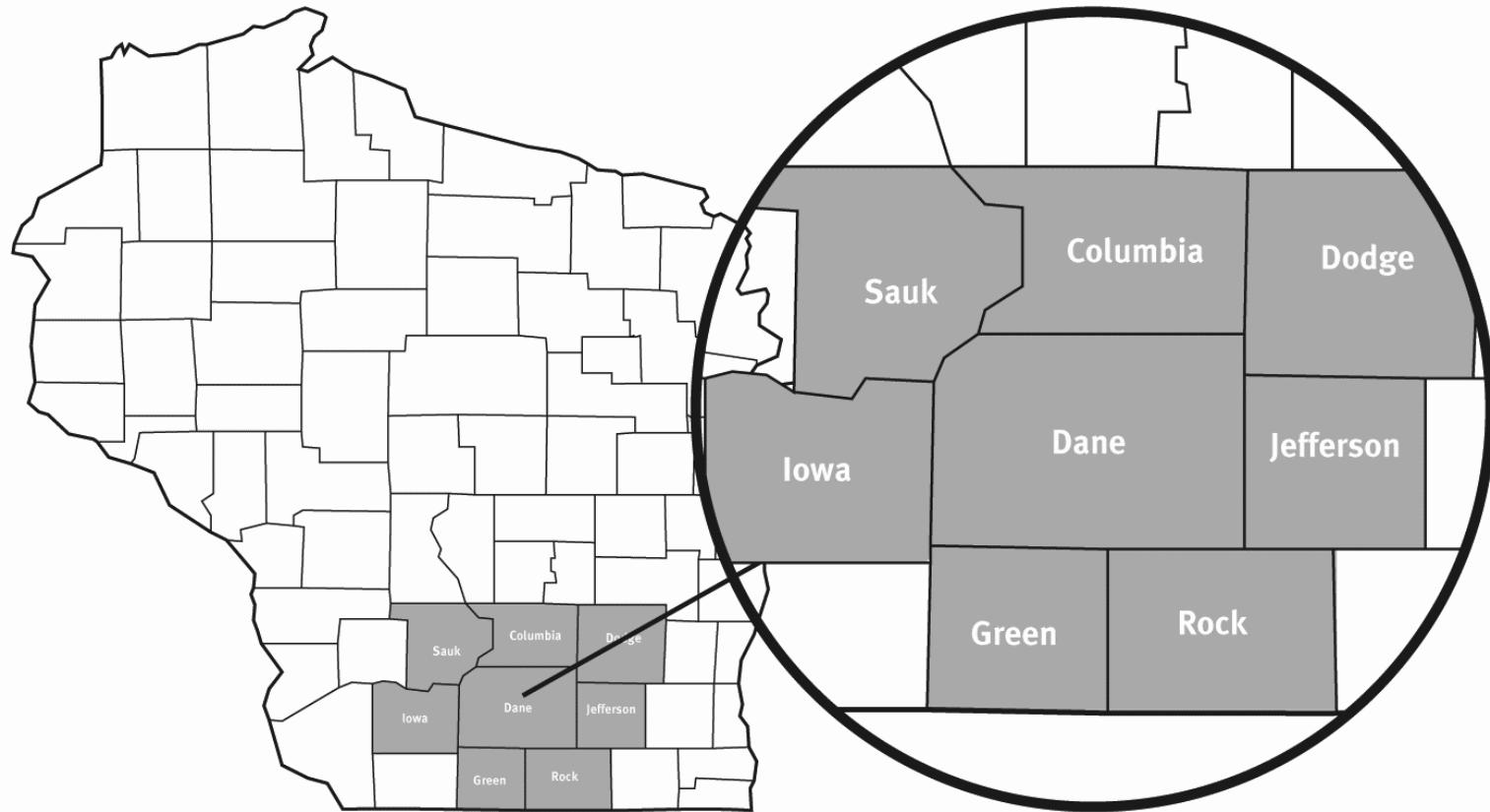


City of Madison Local Food Committee

October 1, 2015



The Eight-County Madison Region





Wisconsin's Extended Enterprise

Wisconsin Economic
Development Corporation

Regional Economic Development
Organizations

County

Local

Chambers
of
Commerce

Private

90+ Economic Development Professionals



Advance Now Strategy





Industry Development--Region



Agriculture, Food & Beverage



Information Technology



Life Sciences/Med Device



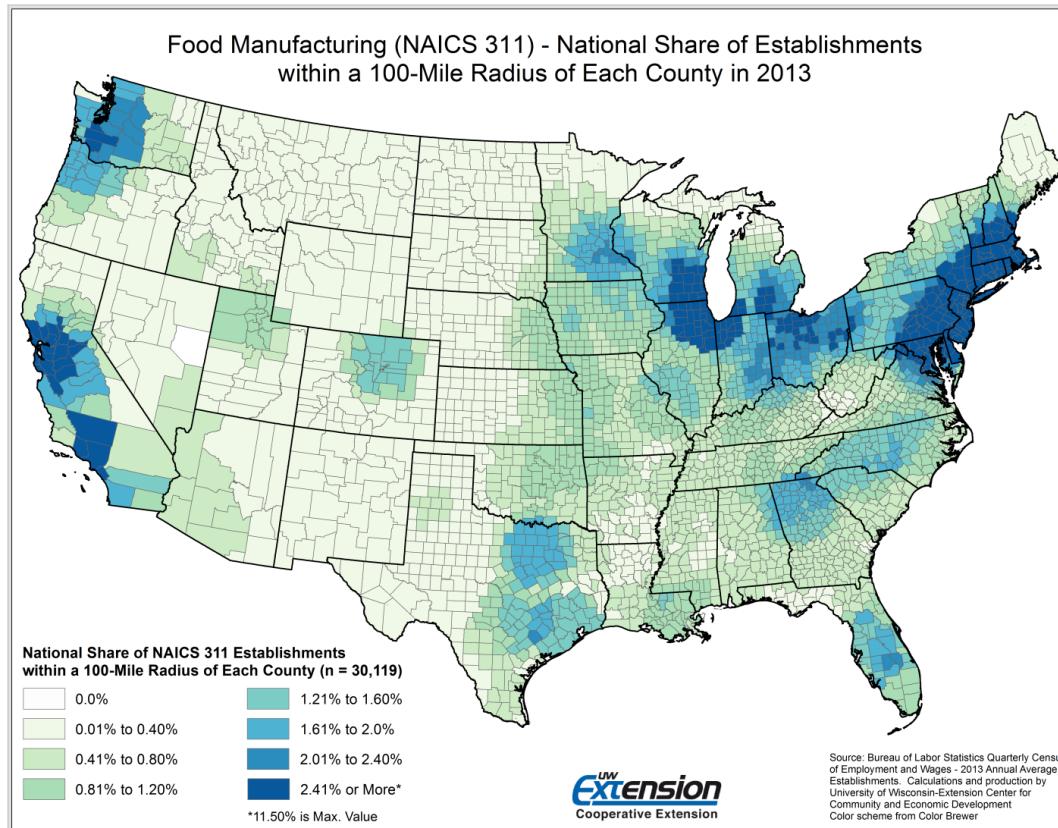
Healthcare



Advanced/Precision
Manufacturing



Data Driven Decisions, Projects and Partnerships



<http://madisonregion.org/about/research-and-reports/>



Ag, Food and Beverage Manufacturing Cluster Analysis

Madison Region's Agriculture, Food & Beverage Industry Cluster Analysis (October 2014)

This **comprehensive industry analysis for the Madison Region's Agriculture, Food & Beverage (AFB)** sector examines the cluster in a way that identifies its potential comparative advantages.

The report is authored on behalf of MadREP by Matt Kures of the University of Wisconsin-Extension, Center for Community and Economic Development.

Download the Madison Region's Agriculture, Food & Beverage Industry Cluster Analysis:
[Introduction](#) [1.3 MB]

[Section 1](#) – Employment and Establishments in the Region's Food and Beverage Manufacturing Industries [10.8 MB]

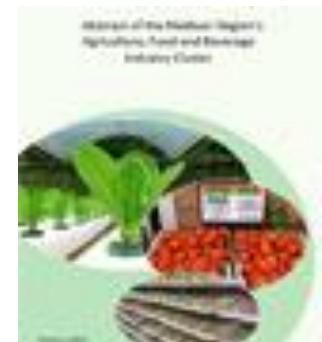
[Section 2](#) – Agricultural Production and Employment [3.1 MB]

[Section 3](#) – Support Industries, Supply Chain Perspectives and Distribution Considerations [2MB]

[Section 4](#) – AFB Human Capital [1.1 MB]

[Section 5](#) – Positioning the AFB Cluster for Success [407 KB]

[Full Report](#) [16.3 MB]





THE SUPPLY CHAIN

Table 2.1: Agriculture Food and Beverage Manufacturing Supply Chain

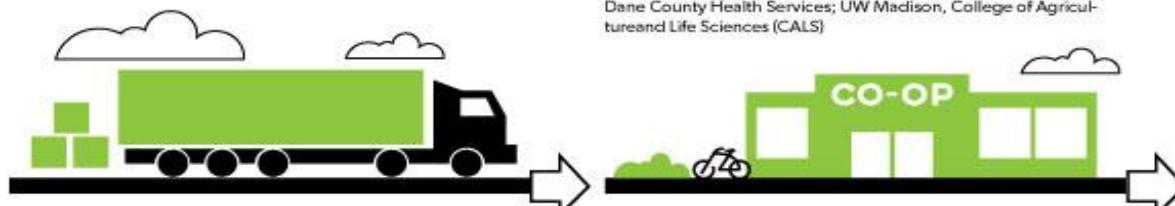


Raw Material Production

Seeds: Jungs, Trealy Farms, Grow Alliance, Renk Seeds.
Production: 8,879 cattle farms; 3,420 dairy farms; 1,810 poultry and egg producers; 1,076 sheep and goat farms; 836 vegetable farms; 794 pork producers; 565 organic farms; 452 aquaculture producers; 396 orchards; 120 vineyards.
Farm Implement Manufacturers: J.I Case, John Deere, Kuhn

Processing, Packaging, and Inspection

Food Processing: Foremost Farms, Organic Valley, Country Hearth, Schoeps Ice Cream, Slaughterhouse, Kerry Foods, Hormel, Frito-Lay, Kraft Foods, New Glarus Brewery, Capital Brewery, Wollersheim Winery
Commercial Kitchens: Wisconsin Innovation Kitchen, FEED Kitchens, VEDA Food Enterprise Center
Food Equipment Manufacturing: Lyco Manufacturing, Edge Gear, Apache Stainless Equipment, Hughes Equipment
Packaging: Wisconsin Packaging, Innerpak, Kendall, Placon, Northland
Inspection: Dept. of Agriculture, Trade and Consumer Protection; Dane County Health Services; UW Madison, College of Agriculture and Life Sciences (CALS)



Warehousing and Distribution

Dry Cold and Freezer: Central Storage, Midwest Warehouse, Organic Valley, Schoeps Ice Cream, Foremost Farms, Stoughton Trailers
Distribution: Sysco-US Foods, Nash Finch, Certco, Roudy's, R.E. Golden Produce, Loffredo Fresh Produce Company, V. Marchese, Maglio and Company, Reinhart Food Services, L&L Foods, Nesvigs, Elegant Foods, Edina Carriers, Upari Foods, Heartland Fruit and Produce

Wholesale and Retail

Groceries: Nash Finch, Certco, Whole Foods Markets, Wal-Mart, Hy Vee, Roundy's, Willy Street Cooperative, Fresh Brands, Sentry Foods, Woodman's, Piggly Wiggly
Restaurants: Sysco-US Foods, Food Fight Restaurant Group, Madison Originals
Other: Second Harvest, Madison Public Market, Dane County Farmer's Market, Community Supported Agriculture, Institutional Food Markets (farm to School Programs, Hospitals, Institutions and Daycares)





IMCP Application

IMCP Application & Regional Business Model: Agriculture, Food & Beverage Manufacturing (April 2015)

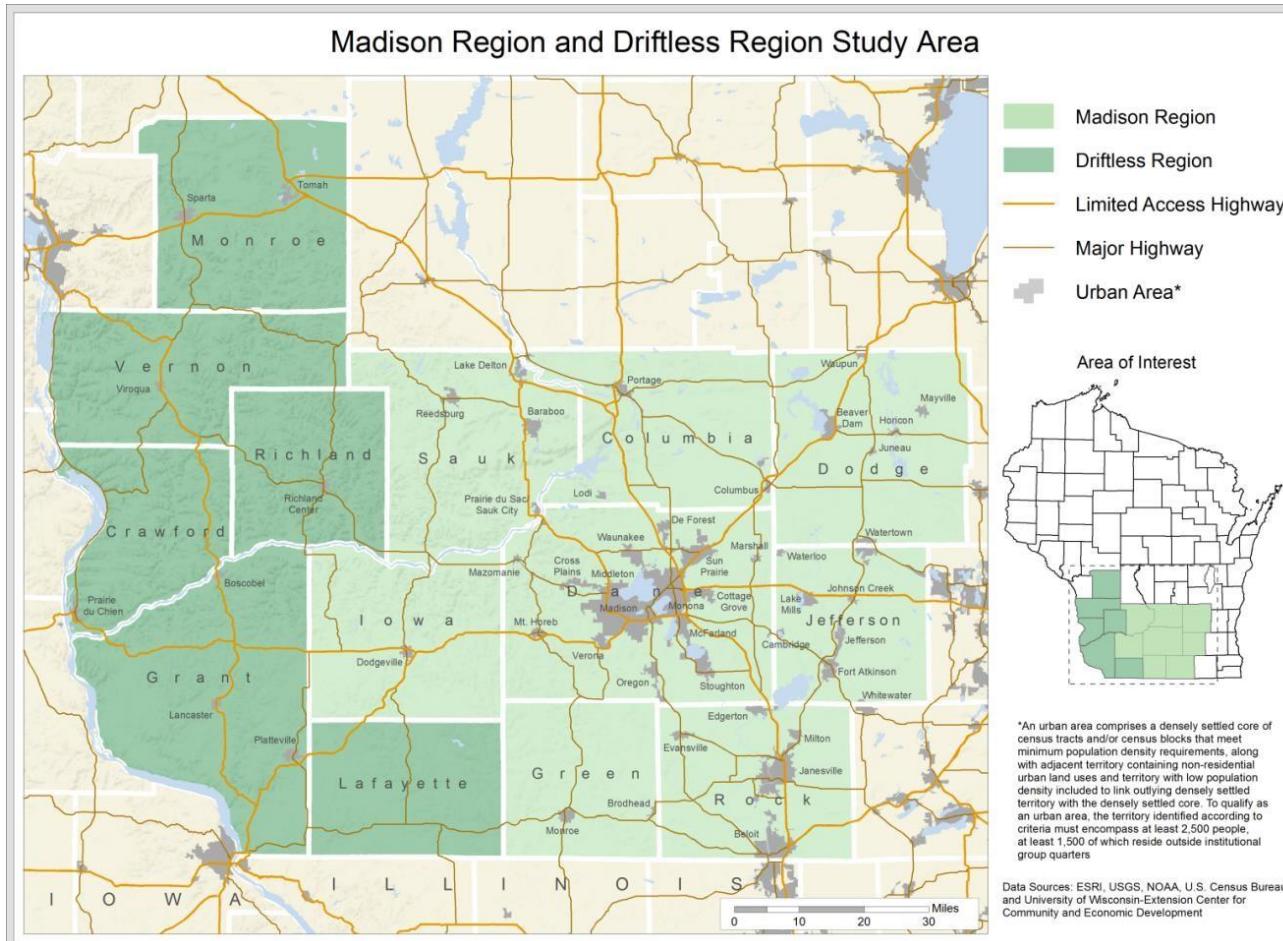
IMCP 2015 Application Components:

- [IMCP 2015 Application](#) [2 MB]
- [IMCP 2015 Memorandums of Understanding: Part 1](#) [4 MB]
- [IMCP 2015 Memorandums of Understanding: Part 2](#) [1 MB]
- [IMCP 2015 Letters of Support: Part 1](#) [3 MB]
- [IMCP 2015 Letters of Support: Part 2](#) [3 MB]
- [IMCP 2015 Letters of Support: Part 3](#) [992 kB]
- [IMCP 2015 Support Graphics](#) [8 MB]





IMCP Designated Region



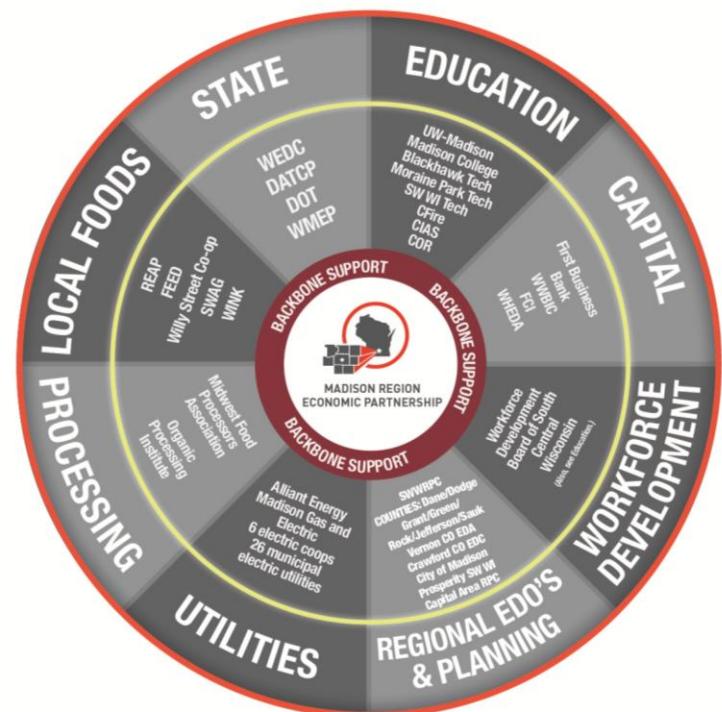


Investing in Manufacturing Communities Partnership (IMCP)

- Agriculture, Food & Beverage Industry:
 - 85 partners, 30 projects, \$120M in capital expenditures, and \$1.2B in economic impact
- Federal Relations:
 - Coordinated support at 11 agencies
 - Researching federal grant opportunities
 - Concierge Service
 - Preferential Scoring on Apps.
- Branding and promotion as IMCP Community and region.

MADISON REGION

AGRICULTURE, FOOD & BEVERAGE
COLLECTIVE IMPACT CONSORTIUM





IMCP Update

- Designated IMCP Region by EDA Effective July 7, 2015
 - IMCP Designation runs until July 6, 2017 (two years)
- Assigned USDA Agency Points of Contact in September 2015
- Washington DC Visit: IMCP Summit—October 20-22, 2015
 - Meet POCs in person for the first time
 - Present Priority Projects that are ready for federal funding
 - Best Practices and IMCP program implementation
 - One on one meetings with federal agencies
- Two Applications this month
 - EDA Local Planning Assistance--MadREP
 - EDA RIS Seed Fund—Slow Money



Madison Projects in IMCP App

- Madison Public Market District
- Feed Kitchen Equipment
- Garver Feed Mill 2nd Stage Enterprise and Agri-tourism
- Madison Culinary and Technology Center
- Madison College Educational Programs
- Sector67 Mobile Fab Lab
- UW Madison CIAS--Beginning Dairy Grazing and Specialty Crops Beginning Farmer Training
- UW Madison CDR--Incubator/Accelerator, Aseptic Equipment, Turbo Program, Research \$
- Alliant Energy Center—World Dairy Modernization and ACE physical improvements
- Willy Street Vendor Loan Program
- UWEX—Seed Equity Fund
- UWCC—Administrative Services Cooperative
- WWBIC—Loan program



Implementation—Next Steps

- Form Consortium
 - Consortium to review, vet and prioritize submittals
- Hold kick off meeting of Consortium in November
- Help get “project ready” status in place for potential proposals
- Monitor Federal Programs for funding opportunities
- Project Leaders form team and strategy for application(s) submittal
- MadREP to play various roles in submittals
- City of Madison needs to Play a leadership and advocacy role for the MPM and other city food related projects with respect to federal funding.



Questions & Discussion