



FOOD AND BEVERAGE EXCELLENCE

Spanning packaging, processing, flavors, and food safety,
Wisconsin's expertise covers the entire supply chain.

LOOK FORWARD ►

FOOD AND BEVERAGE EXCELLENCE

Spanning packaging, processing, flavors, and food safety,
Wisconsin's expertise covers the entire supply chain.



3,747

industry companies



8 OF THE 10

largest food companies in the world
have operations in Wisconsin.



142,667

industry workers



Wisconsin is the

**#1 U.S.
PRODUCER**

of cheese, cranberries,
ginseng, dry whey, milk
goats, and snap beans.

WISCONSIN PRODUCES

25%
OF U.S. CHEESE

14%
OF U.S. MILK



We have a

**MASTER
CHEESEMAKER
CERTIFICATION**

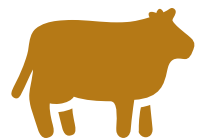
on par with French standards
(the only one of its kind in the U.S.)



**WISCONSIN RANKS
#2 IN THE U.S.
FOR THE NUMBER
OF CERTIFIED
ORGANIC FARMS**

Wisconsin is a

**WORLD LEADER IN
ANIMAL GENETICS**



When you locate in Wisconsin, you have
access to research partners at UW-Madison
and beyond, including the:

- **CENTER FOR DAIRY RESEARCH**
- **FOOD RESEARCH INSTITUTE**
- **MEAT SCIENCE AND ANIMAL
BIOLOGICS DISCOVERY BUILDING**

FOOD AND BEVERAGE EXCELLENCE

INDUSTRY STRONG. TECHNOLOGY SMART. FUTURE READY.

3,747

industry companies in Wisconsin

142,667

industry jobs in Wisconsin

Lightcast 2024 Q4 Dataset



BUILT FOR INNOVATION

Wisconsin provides nourishment, from the first seed to the last bite. 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 nearly 140 member companies and more than 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.



8 OF THE 10

largest food companies in the world have operations in Wisconsin.

Food Engineering Magazine, Data Axle, 2024

WISCONSIN'S LEADERS IN FOOD AND BEVERAGE



FOOD AND BEVERAGE EXCELLENCE

INDUSTRY STRONG. TECHNOLOGY SMART. FUTURE READY.



“ We chose Wisconsin due to the shared values of quality, trust, and independence, coupled with its strong work ethic and the warm welcome from the community. We are deeply rooted in Wisconsin now. At HARIBO, we think in generations, and we are here for the long term. ”

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 organic production of corn, oats, rye, dry hay, milk, and eggs,¹ and is home to the largest organic dairy cooperative.²

Wisconsin produced more than 32 billion pounds of **milk**—14% of total U.S. production—in 2024.³ We produce more **dry whey** than any other state and rank first among U.S. states in the production of **cranberries, ginseng, milk goats, and snap beans for processing**.⁴



WISCONSIN IS A WORLD LEADER IN ANIMAL GENETICS

We are **No. 1 in cheese production**, with more than 3.5 billion pounds of cheese made here each year⁴—25% of the U.S. total!³ 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.—and on par with European standards.

We're also **No. 1 in production of American, cheddar, and Italian cheeses** and **No. 2 for Hispanic and mozzarella cheeses**.



WISCONSIN RANKS #2 IN THE U.S. for the number of certified organic farms

USDA 2021 Certified Organic Survey

Sources: (1) USDA 2021 Organic Survey Report; (2) Organic Valley; (3) U.S. Department of Agriculture National Agricultural Statistics Service; (4) Wisconsin 2024 Agricultural Statistics, DATCP



AGRICULTURAL TECHNOLOGY

Although farming is a time-honored tradition, farmers must be innovators, too, if they want continued success. Wisconsin excels at developing the technologies that enable farming operations to continue to evolve. With companies such as **ABS Global, Accelerated Genetics, Urus, and Genex**, Wisconsin is a leader in animal genetics—with our state accounting for nearly 60% of total U.S. exports of bovine semen. This technology is becoming increasingly important in terms of sustainability, with the breeding of animals in ways that reduces their energy requirements and decreases methane emissions. Wisconsin's strength in water technology also supports agriculture through innovations in **water management and sustainable irrigation solutions**, and our Qualified New Business Venture Program helps startups attract funding by offering **tax credits for investors**.

MAKING MEAT MORE SUSTAINABLE

Lab-grown meat, also known as cell-cultivated or cultured meat, places cells gathered from animals inside a bioreactor to grow them into tissues and, ultimately, food. The end product can be structured meat (such as steak or pork chops) or unstructured (such as chicken nuggets or hamburgers). The **Suzuki Lab** at UW-Madison is a pioneer in this area, developing the technology to bring these products to market and, at the same time, considering factors such as sustainability, food safety, and public perception. Agricultural technology is also helping to lower the industry's carbon footprint and make farming more sustainable, including through Wisconsin's industry-leading innovations in animal genetics.



From the first seed to the last bite

Wisconsin's strength in food and beverages spans all aspects and phases of the industry, creating a robust supply chain that will multiply your company's success.



Food production

Our fertile soil, rich history of farming, and state initiatives to enhance rural quality of life have made our state a haven for small producers as well as larger farms.



Agricultural machinery

Wisconsin is a manufacturing powerhouse, and this translates to ready availability of the equipment and parts farmers need.



Food processing

Industrial machinery is Wisconsin's top export category, and much of this equipment also stays within the state to optimize the efficiency of food and beverage processing plants.



Food science & ingredients

Innovative ingredients serve goals that range from improving shelf life to delighting consumers' taste buds, and Wisconsin has a critical mass of companies in this area as well.



Food safety

Knowing your product is safe for consumption is the foundation of a successful food and beverage business; in Wisconsin, you'll find the expertise to maximize the quality and safety of your products.



Food distribution

Rely on in-state expertise to connect with the infrastructure that brings your goods to market in a seamless and speedy fashion.

FOOD AND BEVERAGE EXCELLENCE

THE WORKFORCE YOU NEED

33%

of Wisconsin adults age 25+ have a
**BACHELOR'S DEGREE
OR HIGHER**

U.S. Census 2023 American Communities Survey



FOOD AND BEVERAGE WORKFORCE CONCENTRATION

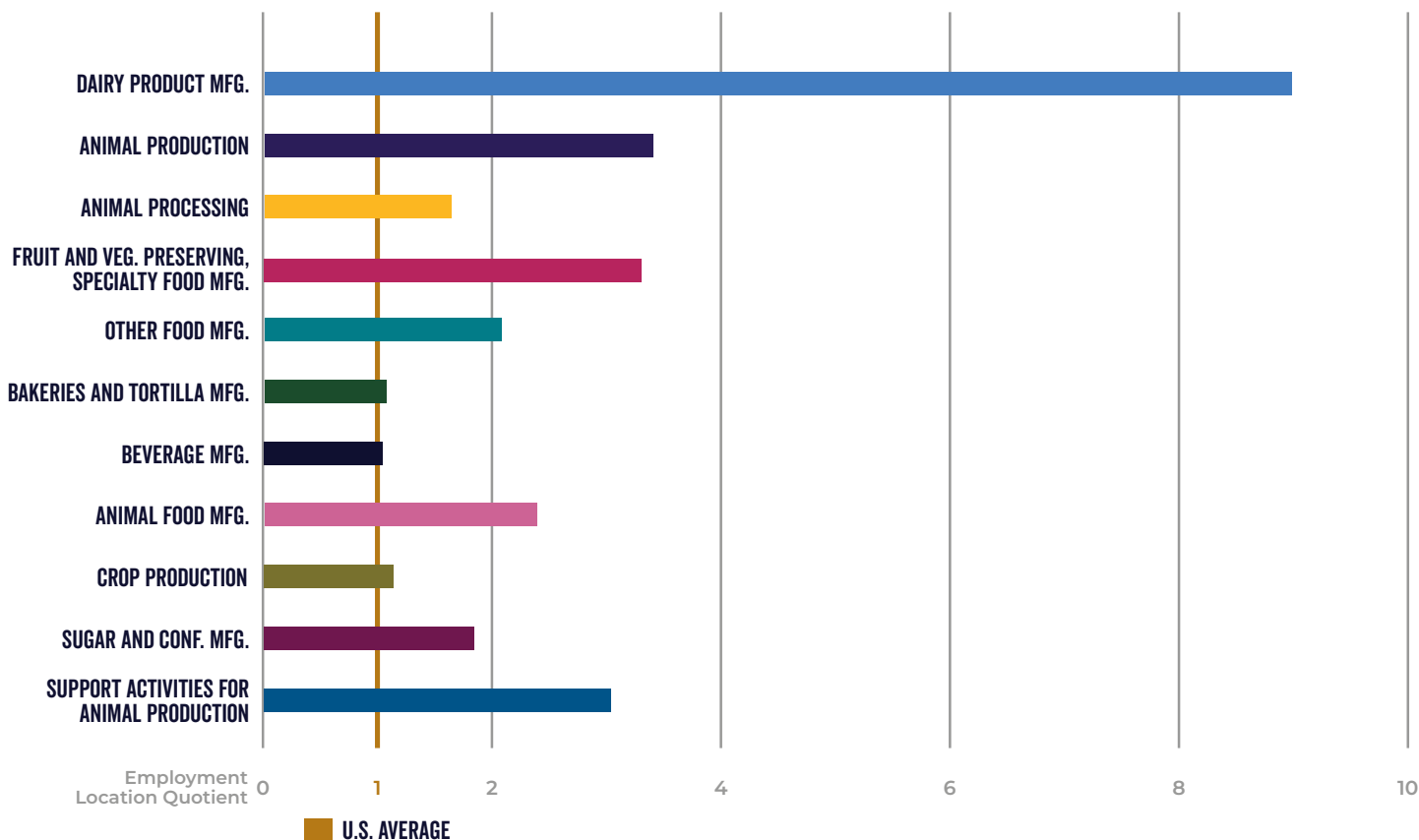


Chart source: Lightcast Q4 2024 Dataset

FOOD AND BEVERAGE EXCELLENCE

THE WORKFORCE YOU NEED



4,670

**engineering degrees and certificates
awarded in 2023**

Lightcast 2024 Q4 Dataset

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 awarded 1,510 degrees in the biological and biomedical sciences in 2023; among these are graduates of the **College of Agricultural and Life Sciences**, established in 1889.¹
- 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.



501,459

post-secondary students

*2023-24 Reporting from the UW System,
WAICU, and WTCs*

- The Universities of Wisconsin **Food Finance Institute** helps food-focused businesses raise the money they need to grow.
- 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.
- The **Meat Talent Development Program**, offered by the Wisconsin Department of Agriculture, Trade, and Consumer Protection, aims to help attract students to meat careers by providing financial support to students in Wisconsin meat processing training programs, supporting program development, and connecting the meat processing industry with potential employees.
- 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.
- Milwaukee Area Technical College offers an associate degree in **food science technology** that covers the principles of chemistry and biology that ensure food products are safe and meet quality standards.
- Lakeland University offers a **bachelor's degree in food safety and quality** that includes work experience with local employers alongside classroom-based learning.
- Mount Mary University offers a **bachelor's degree in food science** with three concentration options: baking, business, or sustainability.

Sources: (1) Lightcast 2024 Q4 Dataset

FOOD AND BEVERAGE EXCELLENCE

THE WORKFORCE YOU NEED



MINNEAPOLIS-ST. PAUL
METRO AREA HAS A
COMBINED WORKFORCE OF

2.4 MILLION

for employers to draw from

*U.S. Census 2023 American
Communities Survey*



SINCE 2017,
WISCONSIN HAS HAD A
NET INFLOW

of people in the
family formation
years of ages 25-54.

Forward Analytics 2022

MINNEAPOLIS

MINNESOTA

UNPARALLELED ADVANTAGES

Wisconsin offers a business climate that's especially suited to food and beverage manufacturing.

Workforce

We deliver the second-highest concentration of experienced manufacturing workers in the U.S.,¹ often three to four times higher in critical industry sectors than competing states.

Academic excellence

UW-Madison and UW-Milwaukee are both Tier 1 research universities.² UW-Madison ranks sixth in the U.S. for research spending, with more than \$1.7 billion in research expenditures in fiscal year 2023;³ the Universities of Wisconsin awarded 40,419 degrees in 2023.⁴

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. According to a WEDC analysis of FEMA data, Wisconsin has the second lowest risk of natural disasters of any state.

Sources: (1) Business Facilities Magazine, July/August 2024; (2) Carnegie Classifications of Institutions of Higher Education; (3) U.S. NCES Higher Education Research & Development Survey; (4) U.S. NCES IPEDS data; (Map) U.S. Census 2023 American Communities Survey

DULUTH/SUPERIOR
185,000*

2.5 hrs

1.5 hrs

EAU CLAIRE
114,000*

2 hrs

LA CROSSE
91,000*

2.5 hrs

MADISON
465,000*

JANESVILLE-BELOIT
106,000*

WAUSAU
103,000*

1.5 hrs

GREEN BAY
213,000*

APPLETON
158,000*

OSHKOSH-NEENAH
113,000*

FOND DU LAC
66,000*

2.5 hrs

1.5 hrs

1 hr

1 hr

1 hr

1 hr

1 hr

1 hr

1 hr

1 hr

1 hr

1 hr

1 hr

1 hr

1 hr

MILWAUKEE AND CHICAGO
METRO AREAS HAVE A
COMBINED WORKFORCE OF

7.2 MILLION

for employers to draw from

*U.S. Census 2023 American
Communities Survey*

* Figures represent the working-age population for each Metropolitan Statistical Area

FOOD AND BEVERAGE EXCELLENCE

UNPARALLELED ADVANTAGES

NEARLY
40%



of U.S. manufacturers
**ARE REACHABLE
WITHIN
A DAY'S DRIVE**

U.S. Bureau of Labor Statistics

MINNEAPOLIS-SAINT PAUL
INTERNATIONAL AIRPORT
25 MILES (40 km)



AN IDEAL 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

Nearly 85% of Wisconsin's borders are water,¹ and one-fifth of the entire world's liquid surface fresh water is located along the state's borders.² In addition, Wisconsin has 1.2 quadrillion gallons of groundwater;³ this plentiful supply means Wisconsin businesses have no trouble getting access to the water they need for their operations.

Fiscal responsibility

From our fully funded state pension system⁴ to our extraordinary credit rating, we offer a politically stable, low-tax, low-regulation, business-welcoming environment.

WISCONSIN IS SERVED
BY FOUR
CLASS I
RAILROADS

Surface Transportation Board



- COMMERCIAL PORTS
- COMMERCIAL AIRPORTS
- FOREIGN TRADE ZONES
- HIGHWAY SYSTEMS
- RAILROAD LINES (SELECTED)

PORT OF DULUTH-SUPERIOR:

The largest and busiest port of the Great Lakes, handling 35 million tons annually; connects to the U.S. East and Gulf coasts via the St. Lawrence Seaway and the Mississippi River, with rail connections to the West Coast

PORT OF GREEN BAY:

Provides the shortest and most direct route for shipments between the Midwest U.S. and the rest of the world—including overnight delivery within a 400-mile (650 km) radius; equipped to handle dry bulk commodities, liquids, and oversized cargo

PORT OF MILWAUKEE:

Fifth-largest port in the Midwest and the only Lake Michigan port approved to serve the Mississippi River inland waterway system with direct barge access to the Illinois River; equipped to handle heavy machinery exports and bulk goods in liquid and solid form with storage available; includes a state-of-the-art agriculture maritime export facility

CHICAGO O'HARE
INTERNATIONAL AIRPORT
45 MILES (72 km)



DULUTH



SUPERIOR

RHINELANDER



MARINETTE



MOSINEE



EAU CLAIRE



GREEN BAY



MANITOWOC



SHEBOYGAN



LA CROSSE



PRAIRIE
DU CHIEN



MADISON



MILWAUKEE



DUBUQUE



Sources: (1) WEDC analysis using a Wisconsin Department of Natural Resources map; (2) Wisconsin Water Facts, Wisconsin Water Library, UW-Madison; (3) Wisconsin Department of Natural Resources; (4) Wisconsin Department of Employee Trust Funds



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