



AGRICULTURE, FOOD & BEVERAGE

MADISON REGION
ECONOMIC PARTNERSHIP

THE MADISON REGION: ROBUST AGRICULTURAL CAPACITY



Anchored by a deeply-rooted legacy and fueled by a spirit of innovation and entrepreneurship, the Madison Region's leadership in agriculture positions us as the breadbasket of the world.

You already know Wisconsin as the dairy capital of the world, but the Madison Region's agricultural footprint extends well beyond dairy to include food processing, packaging, distribution, machinery, and agribusiness. Boasting some of the richest agricultural soils in the world, and the largest employment base in the state with nearly 60,000 jobs directly related to agriculture, the Madison Region is home to 20% of Wisconsin's total agricultural employment.

LEARN MORE

Contact Michael P. Gay, CEcD, Senior Vice President of Economic Development at Madison Region Economic Partnership (MadREP).

608.443.1953 | michaelg@madisonregion.org

The Madison Region consists of Columbia, Dane, Dodge, Green, Iowa, Jefferson, Rock, and Sauk counties.



AGRICULTURE ASSETS THAT ADD UP

With a diverse portfolio of companies related to agriculture and food systems, this sector is a cornerstone of regional employment. Many facets of the regional economy connect to agriculture, with frequent collaboration across the life sciences, advanced manufacturing, and technology sectors, revealing agriculture's deep integration with regional prosperity.

Through our innovation and support of agriculture-related companies both large and small, we have created an effective infrastructure for value added products to be distributed globally. Home to some of the world's most recognized household food names such as Kraft/Oscar Mayer, Del Monte, Colony Brands, Kerry Foods and Hormel Foods, the region is also brimming with smaller specialty food producers like Yumbutter, Tera's Whey, and Crave Brother's Cheese. Our craft brewing industry is a national leader, with Madison's local market share for microbrews approaching 30%, including sales from notable brewers Ale Asylum, Capital Brewery, and New Glarus Brewing Company.

60,000 EMPLOYED

2013 STATE AG EXPORTS **\$3.2B**



LARGEST PRODUCER-ONLY FARMER'S MARKET IN THE COUNTRY

WORLD DAIRY EXPO

For the past 45 years, Dane County has been host to the World Dairy Expo – the largest dairy focused trade show in the world. In 2013, nearly 71,000 people attended this five-day event, with 2,950 registered international guests from 95 countries. The event showcases industry innovation, talent, and R&D all while connecting visitors to the Madison Region and its many assets.

The presence of the World Dairy Expo in Dane County continues to hallmark the importance of agriculture in the region, making it the epicenter for the global dairy industry.

SUPPORTING INSTITUTIONS

Sector support through higher education is coupled with strong institutional and programmatic collaboration of organizations in the Madison Region including the Wisconsin Entrepreneurs' Network, UW-Extension, and affiliated research centers of UW-Madison. The Department of Agriculture, Trade & Consumer Protection assists with food exporting and the Wisconsin Economic Development Corporation supports agriculture equipment exports, enabling Wisconsin agricultural companies to export a total of \$3.2 billion in 2013.

Several regional food-related facilities such as FEED Kitchens and Wisconsin Innovation Kitchens support a growing cadre of local food entrepreneurs – providing small batch co-packing, incubators, commercial kitchen space, equipment, and technical assistance to get their products to market.

At the state level, the Manufacturing and Agriculture Credit offers tax credits and exemptions on sales and property tax for qualifying businesses, virtually eliminating tax on income from manufacturing and agricultural activity in the state. Wisconsin is also one of the first states to allow private companies to sell stock over the Internet through its new crowdfunding legislation. Madison-based craft brewery MobCraft Beer is the first to take advantage of the state's new crowdfunding law.



COMMITTED TO TRAINING SKILLED WORKERS

The agriculture and food systems sector is well supported by educational institutions in or near the Madison Region that combine advanced capacity in research and practice, enhanced by collaboration with organizations and trade groups at the local, state, and national levels. In 2013, institutions of higher education in and adjacent to the Madison Region conferred 2,693 degrees and certificates germane to agriculture and food systems.



UNIVERSITY OF WISCONSIN-MADISON, COLLEGE OF AGRICULTURE AND LIFE SCIENCES (CAL)

The discovery of vitamins, development of the butterfat content test, and the first cloned plant gene are among breakthroughs pioneered at CALS that have changed the way we interact with food and agriculture, energy, health and the environment. Nineteen academic departments ranging from production agriculture to fundamental life sciences allow for development of specialized skills alongside opportunities for collaboration.

UNIVERSITY OF WISCONSIN SYSTEM

The University of Wisconsin System Schools located in or adjacent to the Madison Region support South Central Wisconsin's strong history in agriculture. In 2012-2013, UW-Platteville, UW-Whitewater, and UW-Milwaukee conferred more than 600 agriculture and food systems-related degrees.

TECHNICAL COLLEGES IN THE MADISON REGION

Our region's technical colleges offer certificates in agribusiness, farm business and production management, horticulture/landscaping, agricultural equipment technology, veterinary technician, wind energy, renewable energy, food production, food service production, agricultural power and equipment technician, dairy herd management, and agribusiness/science technology.

2012-2013 DEGREES CONFERRED: AGRICULTURE AND FOOD SYSTEMS

Institution	Certificate	Associate	Bachelor	Master	Doctor	Total
UW-Madison			1,333	210	226	1,769
UW-Milwaukee			257	30	20	307
UW-Platteville			215			215
UW-Whitewater			93			93
Beloit College			42			42
Blackhawk Technical College	10					10
Edgewood College			22			22
Madison College	67	37				104
Moraine Park Technical College	44	15				59
Southwest Wisconsin Technical	56	16				72
Total	177	68	1,962	240	246	2,693

Source: National Center for Education Statistics. Note: Degree programs in agriculture and food systems include agriculture; agriculture operations and related sciences; biological and biomedical sciences; natural resources and conservation; physical sciences; and personal and culinary services.