



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

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Download our comprehensive sector analysis for the Agriculture, Food & Beverage Industry at madisonregion.org/ag-analysis.

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



MADISON REGION ECONOMIC PARTNERSHIP

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 food names such as 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

2015 STATE
AG EXPORTS **\$3.2B**



LARGEST PRODUCER-
ONLY FARMER'S MARKET
IN THE COUNTRY

FEDERAL DESIGNATION TO BOLSTER AGRICULTURE, FOOD & BEVERAGE MANUFACTURING

In July 2015, MadREP was selected as an Investing in Manufacturing Communities Partnership (IMCP) designee for its application in Agriculture, Food and Beverage manufacturing. As an IMCP designee, MadREP and its partners will receive coordinated support to navigate federal resources totaling \$1 billion, positioning the region to attract significant federal dollars.

SUPPORTING INSTITUTIONS

Sector support through higher education is coupled with strong institutional and programmatic collaboration of organizations in the Madison Region including UW-Extension and affiliated research centers of UW-Madison such as Center for Dairy Research and Food Research Institute. 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 2015. For the past 50 years, Dane County has been host to the World Dairy Expo – the largest dairy focused trade show in the world, which continues to hallmark the importance of agriculture to the region.

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 virtually eliminates tax on corporate income from manufacturing and agricultural activities, enabling companies to maximize their production here. Wisconsin was also one of the first states to allow private companies to sell stock over the Internet through its new crowdfunding legislation. MobCraft Beer – a craft brewery founded in a Madison Region business incubator – was the first company to take advantage of the state's crowdfunding law enacted in 2013.



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 2015, institutions of higher education in and adjacent to the Madison Region conferred 2,975 degrees and certificates germane to agriculture and food systems.



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

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 2014-2015, UW-Platteville, UW-Whitewater, and UW-Milwaukee conferred more than 700 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.

2014-2015 DEGREES CONFERRED: AGRICULTURE AND FOOD SYSTEMS

Institution	Certificate	Associate	Bachelor	Master	Doctor	Total
UW-Madison			1,454	218	263	1,935
UW-Milwaukee			234	35	24	293
UW-Platteville			272			272
UW-Whitewater			145			145
Beloit College			60			60
Blackhawk Technical College	15	18				33
Edgewood College			20			20
Madison College	61	24				85
Moraine Park Technical College	32	12				44
Southwest Wisconsin Technical	64	24				88
Total	172	78	2,185	253	287	2,975

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.