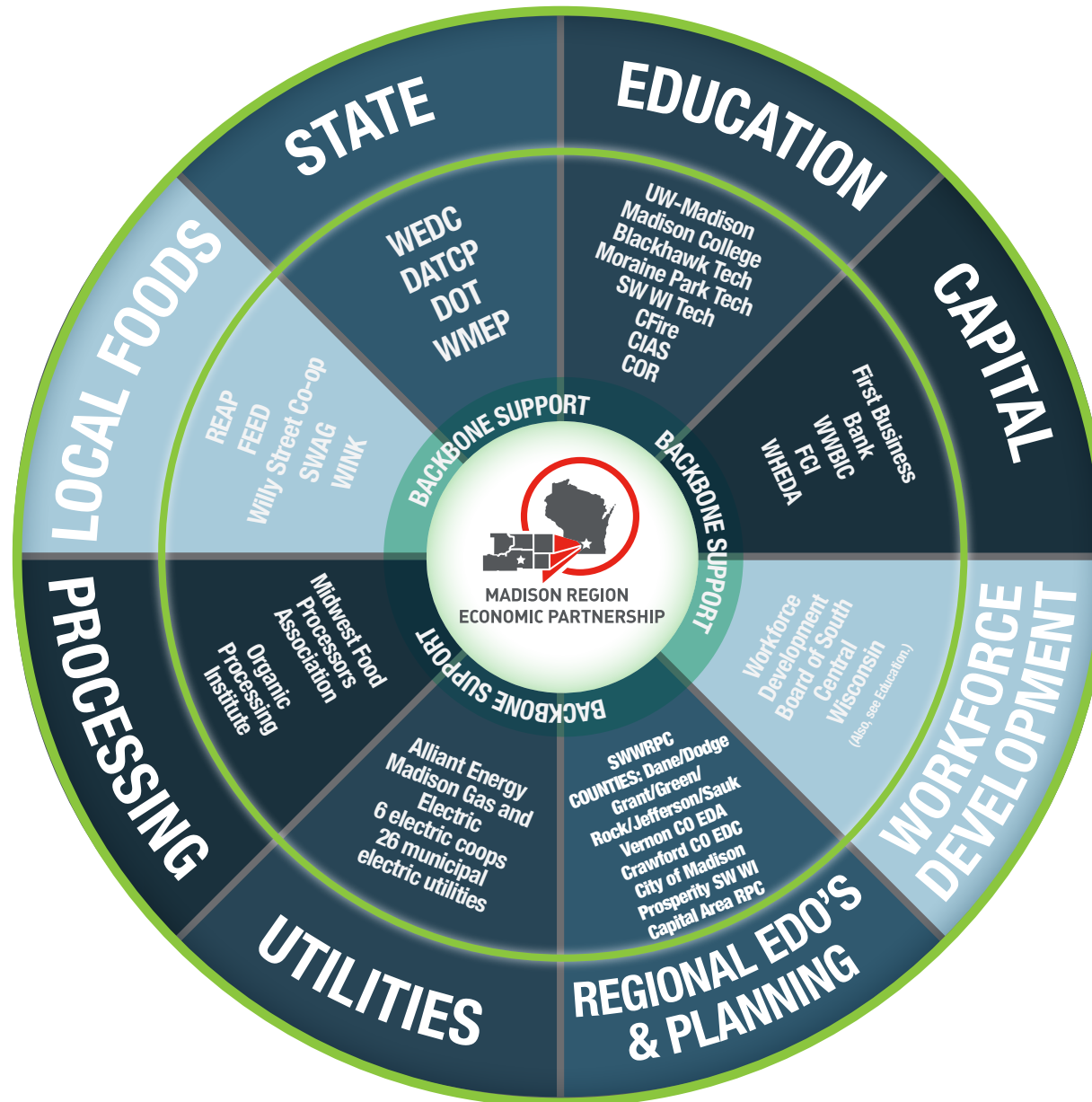


MADISON REGION

AG FOOD AND BEVERAGE COLLECTIVE IMPACT CONSORTIUM



Agricultural Food & Beverage Manufacturing Supply Chain

Seed Companies



Farm Implement Manufacturers



Raw Production



CROPP COOPERATIVE

Inspection/ Food-Safety & Regulation



Dane County Health Services

Other

MADISON
Public Market
DISTRICT

**MADISON
FARMERS
MARKET**



Institutional Food Markets
Community Supported Agriculture

Food Equipment Manufacturer



Lyco Manufacturing
Edge Gear
Hughes Equipment

Food Processing



Commercial Kitchen/ Copackers



Veda Food Enterprise
FEED Kitchens

Packaging/Containers



Innerpak
Kendall
Northland

Distribution/Warehousing



Sysco-US Foods
Nash Finch, Roundy'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,
Lipari Foods
Heartland Fruit and Produce,
Midwest Warehouse
Organic Valley
Schoeps Ice Cream
Foremost Farms

Restaurants



**MADISON
ORIGINALS
FOODFIGHT
RESTAURANT GROUP**

Good things
come from
Sysco

Grocery Stores

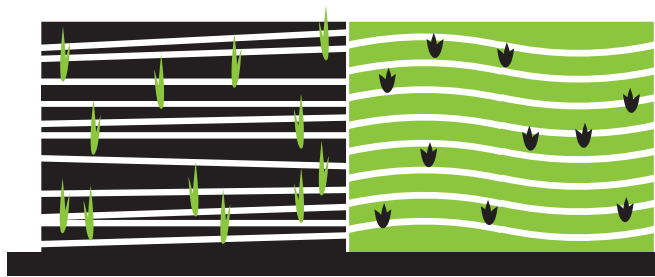


Customers



THE SUPPLY CHAIN

Table 2.1: Agriculture Food and Beverage Manufacturing Supply Chain

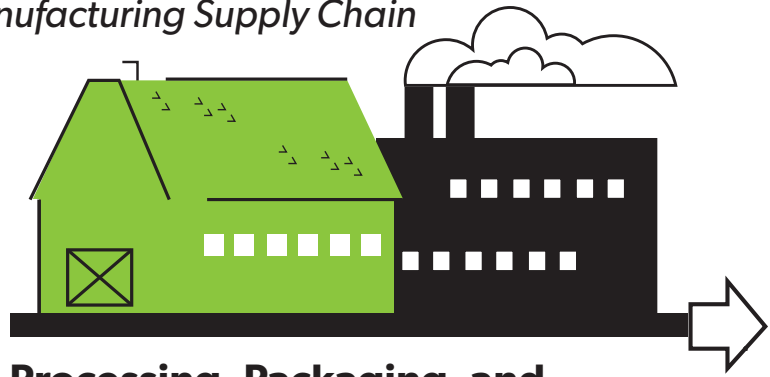


Raw Material Production

Seeds: Jungs, Trelay 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, Wollershiem 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, Lipari Foods, Heartland Fruit and Produce



Wholesale and Retail

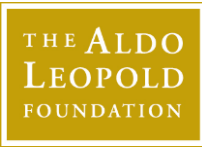
Groceries: Nash Finch, Certco, Whole Foods Markets, Wal-Mart, Hy Vee, Roundy's, Willy Street Cooperative, Fresh Brands, Sentry Foods, Woodman's, Piggly Wiggly

Restaurants: Sysco-US Foods, Food Fight Restaurant Group, Madison Originals

Other: Secomnd Harvest, Madison Public Market, Dane County Farmer's Market, Community Supported Agriculture, Institutional Food Markets (farm to School Programs, Hospitals, Institutions and Daycares)



YOU



Dane County Farmers' Market
The Largest Producer-Only Farmers' Market in the U.S.



Culinary History Enthusiasts of Wisconsin (CHEW)



Fitchburg Fields **willy street co-op**
a natural foods cooperative since 1974



Madison Fruits and Nuts

University of Wisconsin-Madison • College of Agricultural & Life Sciences
Agricultural Research Stations
Where good ideas grow



WISCONSIN DEPARTMENT OF HEALTH SERVICES

Madison Environmental Group, LLC



MADISON REGION ECONOMIC PARTNERSHIP

