



MADISON REGION
ECONOMIC PARTNERSHIP

AGRICULTURE, FOOD & BEVERAGE

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).
608.571.0402 | michaelg@madisonregion.org

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.



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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 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

2014 STATE AG EXPORTS **\$3.6B**



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 \$3.6 billion in 2014. For the past 45 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 is 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 – is the first company 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 2014, institutions of higher education in and adjacent to the Madison Region conferred 2,810 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 2013-2014, UW-Platteville, UW-Whitewater, and UW-Milwaukee conferred more than 660 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.

2013-2014 DEGREES CONFERRED: AGRICULTURE AND FOOD SYSTEMS

Institution	Certificate	Associate	Bachelor	Master	Doctor	Total
UW-Madison			1,366	225	242	1,833
UW-Milwaukee			234	28	29	291
UW-Platteville			264			64
UW-Whitewater			106			106
Beloit College			44			44
Blackhawk Technical College	11	18				29
Edgewood College			30			30
Madison College	76	30				106
Moraine Park Technical College	23	13				36
Southwest Wisconsin Technical	65	6				71
Total	175	67	2,044	253	271	2,810

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.