

Milwaukee 7 Food Industry Vision Session Summary – 2011

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7 COUNTIES. 1 GREAT REGION.

▶ *Envision a regional future shaped by our food industry*



M7 Food Industry Vision Session

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With a mission to grow food manufacturing jobs, payroll and capital investment in the Milwaukee Region, the Milwaukee 7 and its Food Industry Advisory Council hosted a Food Industry Vision Session on June 7, 2011. The session, the first of its kind for SE Wisconsin, attracted over 75 leaders from across the industry value chain to imagine how our regional food cluster could shape the region's future.

The resulting vision:

The Milwaukee Region as a global leader in food innovations, from farm to factory to fork....

Vision Session Overview:

Date Held: June 7, 2011

Locale: Historic Mackie Building – Grain Exchange, 225 E Michigan Ave, Milwaukee, WI 53202

Sponsors: Milwaukee Water Works, The Bartolotta Restaurants

Facilitators: Clay Nessler, VP Global Energy & Sustainability, Johnson Controls, with Karen Kikec

Guest Speakers:

- David Carpenter, President, Chr. Hansen and Co-Chair, M7 Food Industry Advisory Council
- Rocky Marcoux, Commissioner Department of City Development, Milwaukee
- Joe Bartolotta, President, The Bartolotta Restaurants
- Shelley Jurewicz, VP Economic Development, Milwaukee 7 / MMAC
- Frank Spano, Partner, Director, Austin Consulting

The Invitation:

The Invitation to attend was extended to 421 industry leaders, mostly from food manufacturing, but including representatives from the industry's value chain. Additionally Packaging Machinery Manufacturers Institute (PPMI) extended an invitation to its members in SE Wisconsin on our behalf. All invitees were encouraged to share with their industry peers.

Please accept this special invitation to attend the **Milwaukee 7 Food Industry Vision Session, Tuesday, June 7 – *Envision a Regional Future Shaped by our Food Industry.***

This event will help us determine what role the food industry will play in defining the Region's future economic growth. You will learn about the unique assets SE Wisconsin offers a food cluster and how the Milwaukee Region competes with other areas attracting food manufacturers. Plus, two hours of the morning are dedicated to group discussion to ensure your input.

In Attendance

- 128 RSVPs
- 78 attended, see attached (40 food manufacturing.; 13 agriculture; 26 industry support; 14 other)
- **See page 6** for attendee list

Milwaukee 7:

Five years ago the Milwaukee 7 was formed as an economic development collaborative with a mission to grow, expand and attract world-class business and talent throughout the Milwaukee Region – the 7 counties of SE Wisconsin (Kenosha-Milwaukee-Ozaukee-Walworth-Washington-Waukesha-Racine). You can learn more about the M7 at www.choosemilwaukee.org.

Milwaukee Region Food Cluster:

In 2008, in a study commissioned by M7, Deloitte identified food and beverage manufacturing as a target cluster for strategic regional economic growth, seeing a strong match between our food production assets and industry trends. To develop the region's food cluster, the M7 formed its Food Industry Advisory Council and its food network. Their mission to grow the food production jobs, payroll and capital investment. To learn more about our work to date see http://www.choosemilwaukee.com/food_council.aspx.

Questions:

Please contact Shelley Jurewicz, VP of Economic Development, with your inquiries.

(p) 414.287.4143 (e) sjurewicz@mmac.org

Vision Outcome:

The Region envisions its food cluster to be a world leader in food innovation

The most expressed ideas would shape a vision for the M7 food industry network that was centered on the Milwaukee Region as a world leader in food innovation from farm to factory to fork.



Throughout the voting exercises, the value chain was identified by colored dots.
Food MFG=Red); 13 Agriculture=Yellow; 26 Industry Support=Blue; 14 Other=Green

First Breakout

3 key success factors for your business:

- (36) Promote Milwaukee region as international destination for food manufacturing, tourism & hospitality
- (31) Local & state gov't empowered to increase funding for education, tax cuts and business development
- (29) Drive collaboration across the entire food supply chain, emphasizing greater efficiency, sustainability and social responsibility
- (28) Utility and delivery costs decrease in state (natural gas, electric, transportation)
- (21) Positive promotion of the region and quality of life
- (19) Work with banks to develop loan programs to support food business expansion
- (14) Education and workforce development
- (14) New jobs & customers created, "this is the place for me"
- (13) Water!! Clean, green, differentiator, inexpensive

- (13) Establish and promote education/training programs for food production, technology and hospitality careers
- (12) Education geared to food plants and mfg needs
- (11) Provide lobbyist support to reduce tax and drive job growth
- (10) Support public policy that includes incentives for expansion, energy alternative, etc
- (10) Alliance formed to unite industry and education system, early exposure to work world of technical manufacturing, a catalyst for workforce development initiatives
- (8) One-stop-shop for information and support (grant writers) for state / federal grants
- (7) Unprecedented move, WI lowers tax rates
- (7) Education programs
- (7) Develop the national story; build our current company strengths to develop magnets
- (6) An education system supports the growth of F&B cluster
- (6) Drive marketing efforts that promote and inform about WI success
- (5) Basic education on food as medicine
- (5) Clarity on "cost to employ an FTE" through pull back of healthcare mandate
- (5) Lowering cost of doing business
- (3) Bonus depreciation @ 100% extended through 2015
- (3) Building and monitoring a stronger workforce providing the foundation for growth capacity
- (3) Develop hit list of companies to attract
- (3) Open for business; provide transparent, streamlined processes for growing and attracting companies
- (2) State and Fed electronic regulatory compliance system updated and streamlined

Second Breakout

It's five years out and a major publication is writing about us (ie, Economist, Wall Street Journal, Forbes, etc)

#1 Headline (32 votes)

Milwaukee Region global leader in sustainable communities through food production (32)

What did we do to get there?

Community-wide education of connection between quality of food and quality of life. Streamlined food distribution channels for broad accessibility.

Impact:

Lower healthcare costs, increased productivity, higher profitability, higher employee retention

#2 Headline (28 votes)

Milwaukee is the Silicon Valley of Food!

What we did to get there?

Community collaboration across gov't, business and education, maximized regional resources and align with sustainable practice (20)

Impact:

Change Milwaukee from 4th highest poverty to rich redevelopment hub with high employment and growth opportunity

#3 Headline (26 votes)

Milwaukee feasts on culinary innovation (26)

What we did to get there?

Invested in education, implemented the "8 success factors"

Impact:

Attracted leading global food innovators, rising employment, improved infrastructure, improved health and income, community investment

#4 Headline (18 votes)

M7 Region recognized as international hub of F&B manufacturing (18)

How did we get there?

Develop cluster of F&B manufacturers, urban farming/local foods, education and technical training, Integrated food industry and local food into tourism and hospitality biz, Marketing campaign about Region's assets.

Impact

Region is passionate about food from urban gardeners to regional F&B biz to international F&B firms, Sustainable model of internationally recognized farm-factory-fork

#5 Headline (17 votes)

Skilled workforce with a passion for food attracts international business

How did we get there/Impact?

Skilled labor differentiated, technical training for food industry, attract international business corp HQ, education H.S. importance of food

Attendees Listing
M7 Food Industry Vision Session
June 7, 2011

Company Name	First	Last
Austin Consulting	Frank	Spano
Baptista's Bakery	Nan	Gardetto
Bartolotta Restaurant Group	Joe	Bartolotta
Benelact	Ed	Salinas
Better Life Farms, LLC	Dave	Brethauer
Birds Eye Foods Inc	Tom	Timm
Burke Candy Co	Tim	Burke
Butter Buds Food Ingredients	Tom	Buhler
CHR Hansen	David	Carpenter
CHR Hansen	Pat	Werner
City of Milwaukee	Rocky	Marcoux
Economic Development Washington County	Becky	Capelle
Evans Transportation	Dennis	Beaudry
Evans Transportation	Donald	Cox
Evans Transportation	Ryan	Keepman
Foley & Lardner	Michael	Flanagan
Fondy Food Market	Young	Kim
Food Ingredients	Bill	Wright
Food Ingredients	Brad	Dettman
Food Ingredients	Cris	Crowley
Food Services Inc	John	Stewart, Jr
Food Services Inc	Paul	Idsvoov
Fred Usinger, Inc.	Fritz	Usinger
Janet Driscoll, CPA	Janet	Driscoll
Johnson Controls	Clay	Nesler
Johnson Controls	Karen	Klucek
Kenosha Area Business Alliance	Todd	Battle
Klement Sausage Co Inc	Jack	Belke
Klockner KHS	Michael	Brancato
Lakefront Brewery	Russ	Klisch
Maglio & Company	Sam	Maglio
Mason Wells, Inc.	Benjamin	Holbrook
Masterson Co Inc	Mike	Masterson
Melody Cookies	Milt	Baggenstoss
Melody Cookies	Judy	Baggenstoss
Milwaukee Water Works	Carrie	Lewis
Milwaukee Water Works	Roz	Rouse
Milwaukee Public Schools	Kymm	Mutch
Miron Construction	Jack	Michler
Miron Construction	Patrick	Nate
Miron Construction	Klaus	Lemke
MMAC	Jane	Backes
MMAC	Barb	Smith
NuGenesis	Kathy	Bero
NuGenesis	Teresa	Monaghan
O & H Danish Bakery	Eric	Olesen
Omanhene Cocoa Co	Steve	Wallace
Ozaukee County	Tom	Meaux

Company Name	First	Last
Pak Technologies Inc.	David	Greif
Palermo's Pizza	Mike	Walz
Pantheon BC	Tim	Lantz
QPS Employment Group	Mark	Immekus
Quality Candy/Buddy Squirrel	Richard	Koenings
Racine County Economic Develop Corp.	Jenny	Trick
RDK Corp	Ken	Michaud
RDK Corp	Mike	Heyer
Racine Danish Kringle	Tom	Reuterman
Reinhart Food Service	Tom	Wager
Sensient Technologies Corp	Doug	Arnold
SHARE	Paulette	Flynn
Slow Food Upper Midwest	Martha	Davis Kipcak
Spee-Dee Packaging Machinery	David	Navin
Spee-Dee Packaging Machinery	Timm	Johnson
Stone Creek Coffee	Dana	Starkey
Suzy's Cream Cheesecakes	Gail	Whittier
The Maize Corporation dba Fireworks Popcorn Co	Wayne	Chrusciel
Titus Group Inc	Bryan	Johnson
Titus Group Inc	Kevin	Carney
TopFloor Technologies	Bruce	Lesniak
UW Extension	Greg	Lawless
UW-Madison	Lindsey	Day Farnsworth
Waukesha County Business Alliance	Mary	Baer
Wellspring Inc	Angela	Rester
West Development Partners	Brett	West
WI Dept of Agriculture	Lora	Klenke
WI Dept of Workforce Development	Angelica	Vasquez
WI Dept of Workforce Development	Amy	Hansmann
WWidicus Consulting, LLC	Warren	Widicus