



AGRICULTURE AND FOOD SYSTEMS THRIVE IN THE MADISON REGION

The Madison Region boasts robust agricultural capacity, with significant strength in dairy, corn, grain, and other crop production, as well as food processing, distribution, and agribusiness. The eight-county region is home to the largest agriculture employment base in Wisconsin, with nearly 60,000 jobs comprising 20% of the state's total employment directly related to agriculture. In 2012, Wisconsin exported nearly \$3 billion in agricultural products to 149 countries.

ECONOMIC REACH WELL BEYOND DAIRY

With a diverse portfolio of companies related to agriculture and food systems, this sector is a cornerstone of regional employment. We are home to the largest producer-only farmers market in the country, innovative businesses like New Glarus Brewing Company—recognized by *Inc. Magazine* as one of the nation's fastest growing companies—and leading businesses including Kraft/Oscar Mayer, Colony Brands, and John Deere. 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.

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 2012, Madison Region institutions of higher education conferred 1,927 degrees and certificates germane to agriculture and food systems, with an additional 455 conferrals from other institutions proximate to the region.

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 to collaborate on multifaceted issues.

WORLD DAIRY EXPO: THE EPICENTER OF THE DAIRY UNIVERSE

Since 1967, Dane County has been host to the World Dairy Expo – the largest dairy focused trade show in the world. In 2012, nearly 72,000 people from 95 countries attended this five day event. A new project at the Alliant Energy Center will create a modern facility that will enable this hallmark event to continue and thrive in the region for years to come. With an economic impact of nearly \$20 million, the World Dairy Expo in Dane County continues to showcase the importance of agriculture in the Madison Region, making it the epicenter for the global dairy industry.

Explore at worlddairyexpo.com.

LEARN MORE ABOUT AGRICULTURE AND FOOD SYSTEMS OPPORTUNITIES IN THE MADISON REGION

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

608.443.1953
michaelg@madisonregion.org
www.madisonregion.org

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



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 2011-2012, UW-Platteville, UW-Whitewater, and UW-Milwaukee conferred more than 400 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.

SUPPORTING INSTITUTIONS

Investment from qualified investors, grants to develop comprehensive business plans, resources for helping small businesses develop and grow, data and research, education, and workforce development solutions are offered by supporting institutions in the Madison Region including the Wisconsin Entrepreneurs' Network, Wisconsin Department of Agriculture, Trade, and Consumer Protection, UW-Extension, and affiliated research centers of UW-Madison.

A STEADY SUPPLY OF INDUSTRY-READY WORKERS

2011-2012 DEGREES CONFERRED: AGRICULTURE AND FOOD SYSTEMS

Institution	Certificate	Associate	Bachelor	Master	Doctor	Total
UW-Madison			1,127	264	264	1,655
UW-Milwaukee			89	11	7	107
UW-Platteville			207			207
UW-Whitewater			109			109
Blackhawk Technical College	12	20				32
Edgewood College			22			22
Madison College	84	25				109
Moraine Park Technical College	42	21				63
Southwest Wisconsin Technical	58	20				78
Total	196	86	1,554	275	271	2,382

Source: National Center for Educational 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.

Sources: National Center for Educational Statistics; Wisconsin Department of Agriculture, Trade, and Consumer Protection; worlddairyexpo.org; 2011 Advance Now Target Cluster Analysis; UW-Extension, *The Economic Impact of Agriculture in Wisconsin, County Impact Reports*.