



Michigan's

Food & Agriculture Industry



PURE MICHIGAN®

Growing Forward.

From fertile fields and gently rolling hills to sparkling clear lakes and fresh streams, agriculture dominates Michigan's landscape, making it the state's second largest economic driver supporting more than one million jobs.

Michigan producers are trusted providers of the finest agricultural products and lead the nation in the production of several specialty crops and floriculture products. Michigan's booming agri-food sector is a rising star in the state's economic future. Its \$71.3 billion food and agriculture industry is a sector ripe with opportunity for business expansion and job growth.

Today, agriculture is a high-tech industry of well-trained professionals who are knowledgeable in the latest methods of harvesting and processing. Proximity to 20% of the world's fresh water supply and top-ranked educational institutions give Michigan's agriculture producers a competitive edge, ensuring job opportunities for graduates, and encouraging them to remain in their local communities.

If you are in the food and agriculture business, the Michigan Department of Agriculture & Rural Development can help grow the "business" in your agribusiness.

Keith Creagh

Director, Michigan Department
of Agriculture & Rural Development



Economic Value of Production

Michigan's food and agriculture industry is flourishing with opportunity.

Michigan's dynamic agri-food system generates \$71.3 billion in economic activity and supports more than one million jobs. With strong public and

private investment, the nation's second most diverse commercial crop base, and an extremely diversified portfolio for food processing, the food and agriculture industry will continue to drive Michigan's economic development.



Source: USDA/NASS-Michigan Field Office

Five Year Goals

Michigan Food and Agriculture goals for the next five years:

Increase the economic impact of the food and agriculture industry from \$71 billion to \$100 billion.

Double agricultural exports.

Increase food and agricultural career jobs by 10%.

Improve access to healthy foods for Michigan consumers by 20%.

Michigan has...

56,014 farms & 10 million acres of farmland

349 farmers markets ranking 3rd nationally

Top 10 National Commodities

Michigan leads the nation in the production of 17 commodities. Michigan also ranks in the top 10 for 46 other commodities.

We're #1 in the Nation!

Legumes



- Dry Black Beans
- Dry Cranberry Beans

Flowers

- Begonia Baskets
- Easter Lilies Potted
- Geranium Flats (seed)
- Geranium Pots (seed)
- Geranium Baskets (cuttings)
- Impatiens Flats
- Impatiens Baskets
- New Guinea Impatiens Baskets
- Petunia Flats
- Petunia Baskets



Fruit & Vegetables



- Blueberries
- Cucumbers (for pickles)
- Squash
- Tart Cherries

Dairy

- Lowfat Ice Cream Mix



#2 in the Nation

- Dry Beans (all)
- Dry Navy Beans
- Dry Small Red Beans
- Begonia Flats
- Carrots (fresh market)
- Celery
- Geranium Baskets (seed)
- Geranium Pots (vegetative cuttings)
- Hardy/Garden Chrysanthemums
- Hostas
- Marigolds
- Pansy Pots
- New Guinea Impatiens Flats
- New Guinea Impatiens Pots
- Other Flowering & Foliar Baskets
- Vegetable-Type Bedding Plant Flats

#3 in the Nation

- Apples
- Asparagus
- Dry Light Red Kidney Beans
- Coniferous Evergreens
- Cucumbers (fresh market)
- Deciduous Shade Trees
- Niagara Grapes
- Other Flowering & Foliar Pots
- Other Flowering & Foliar Flats
- Pansy/Viola Baskets
- Other Herbaceous Perennials (potted)
- Vegetable-Type Bedding Plants (potted)

#4 in the Nation

- Snap Beans (for processing)
- Sweet Cherries
- Christmas Trees
- Pansy/Viola Flats
- Plums
- Sugarbeets
- Tomatoes (for processing)

#5 in the Nation

- Dry Dark Red Kidney Beans
- Grapes

#6 in the Nation

- Maple Syrup
- Peaches
- Pumpkins

#7 in the Nation

- Snap Beans (fresh market)

#8 in the Nation

- Milk
- Oats

#9 in the Nation

- Cabbage
- Potatoes

#10 in the Nation

- Tomatoes (fresh market)

Source: USDA/NASS-
Michigan Field Office



The Michigan Advantage



Food Safety & Research

Michigan can trace ingredients back to their sources, preserving product identity throughout production and distribution. In addition to cultivating great crops, Michigan develops strong partnerships among government agencies, universities, and the business sector. Michigan's academic and government institutions foster an environment that supports agriculture production, research, and development.



Abundant Natural Resources

Michigan boasts an abundance of fresh water, a moderate climate, and a wide variety of soils to produce high quality, diverse commodities.



Infrastructure

Michigan is located within 500 miles of half of North America's population and income. Well-established infrastructure includes toll-free highways and railroads, as well as commercial airports and cargo ports.



Robust Manufacturing

The manufacturing infrastructure of Michigan is poised to improve food and agriculture products and processes, while using innovation to design new food and agriculture products.

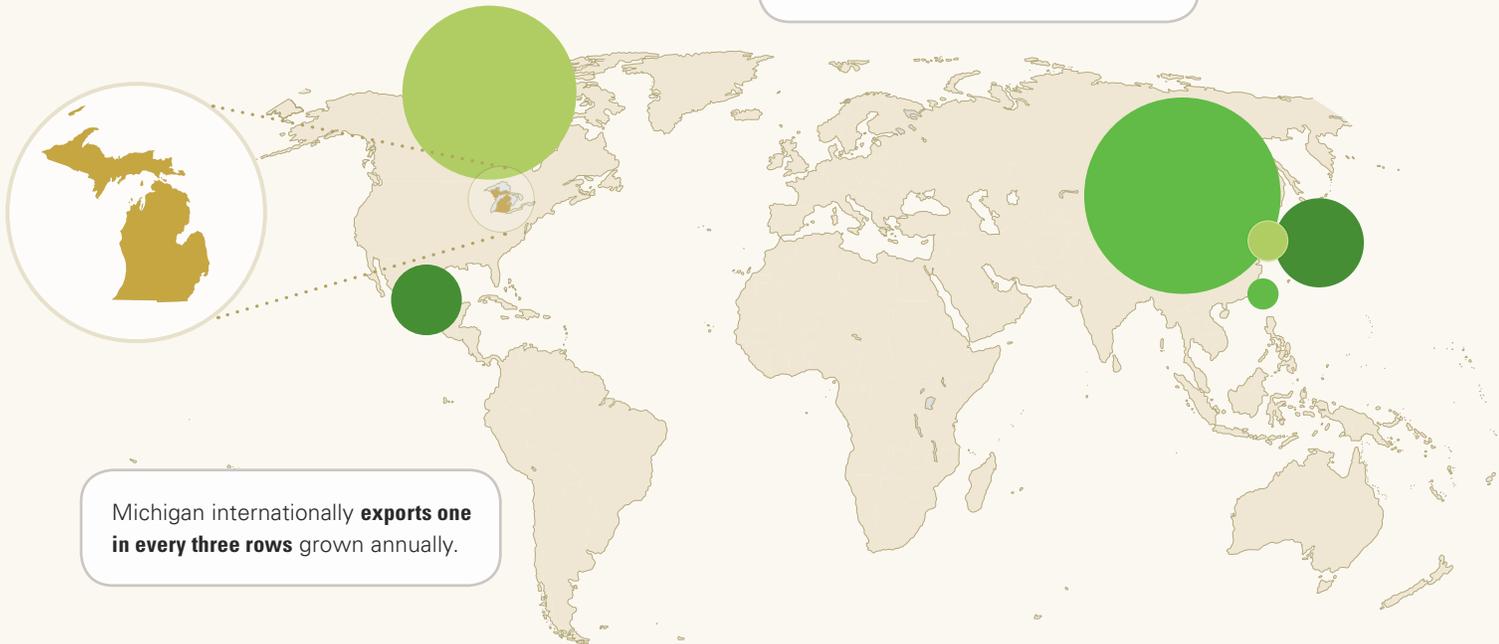


Trained Skilled Workforce

Michigan's well-trained workforce is backed by a strong commitment to education and workforce development through training and skills updating.

International Exports

Michigan's **top export markets** are Canada, Japan, Mexico, South Korea, China, and Taiwan.



Michigan internationally **exports one in every three rows** grown annually.

Agriculture exports help boost farm prices and income, while also supporting **over 14,700 jobs** both on and off the farm in food processing, storage, and transportation.

Agriculture exports from Michigan generated **\$1.75 billion** in economic activity.

Top Five Agricultural Exports

Estimates, 2010 Fiscal Year



Soybeans

Revenue:

\$588.7 Million

Michigan's rank among 50 US States:

#12



Feed Grains

Revenue:

\$276.3 Million

Michigan's rank among 50 US States:

#13



Wheat

Revenue:

\$194.3 Million

Michigan's rank among 50 US States:

#16



Other

Revenue:

\$175.4 Million

Michigan's rank among 50 US States:

#6



Vegetables

Revenue:

\$158 Million

Michigan's rank among 50 US States:

#9

Big State, Big Names

Hundreds of big-name companies are already reaping the benefits of Michigan. When will you join them?

The Andersons Grain & Ethanol Group
Awrey Bakeries
Ball Park
Better Made Snack Foods
Birds Eye Foods
Cargill Kitchen Solutions
Coca-Cola Bottling
Country Fresh
Chelsea Milling Co./Jiffy Mixes
Domino's Pizza
Garden Fresh Salsa
Gerber
Eden Foods
Hacienda Mexican Foods
Hausbeck Pickle
Heinz, U.S.A.
Herbruck Poultry Ranch
The Honeybaked Ham Company
Honee Bear Canning
JBS
Joseph Campbell Company
Keebler
Kellogg's
Kraft Foods
Kowalski Sausage
Leprino Foods
Little Caesars
Michigan Milk Producers Association
Michigan Turkey Producers
Michigan Sugar Company
Minute Maid
Melody Foods
Monsanto DeKalb Seed Plant
Pioneer Seed Plant
Pioneer Snacks
Post Foods
Purina Mills
Quality Dairy
Ralston Foods
Sara Lee Bakery
Vlasic Pickles
Welch's
Yoplait
Zeeland Farm Services
Zelenka Nursery
Zingerman's Bakehouse

Michigan Food Processing...

Employs more than 130,000 residents

Has 1,862 licensed food processors

Generates nearly \$25 billion in economic activity

Ranks 19th in the nation

Success Story: Made in Michigan

"Hudsonville Ice Cream views our *Made in Michigan* status as a major advantage. We buy over \$1 million of fresh raw materials from Michigan farmers such as our milk and cream, blueberries, and cherries. Additionally, we purchase all of our flavorings and a fair amount of chocolate, caramel, and fudge from Michigan processors.

Our forecast is to grow our procurement of Michigan products by double digits based largely on our current sales growth trends, but also by adding to the list of items purchased such as Michigan honey, Michigan peaches, and Michigan apples in 2011."

Bruce Kratt

*Director of Sales & Marketing,
Hudsonville Ice Cream*





www.michigan.gov/mdard

(800) 292-3939