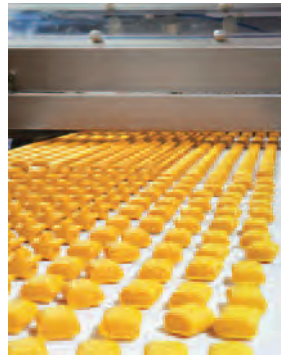


MIDWEST FOOD PROCESSORS ASSOCIATION



2013 Annual Report



2013 Midwest Food Processors Association Annual Report

Midwest Food Processors Association 2013 Board of Directors

Ken Sevcik, Faribault Foods, Inc.
(Interim Chairman)

Ryan M. Downs, GLK Foods
(Vice-Chairman)

Bob Goeres, Lodi Canning Company
(Secretary/Treasurer)

Joe Beckers, Allens Incorporated

Rob Anderson, Bonduelle USA, Inc.

Joe Breid, Bush Brothers & Company

Jon Brekken, Seneca Foods

Mike Forbes, Hormel Food Corporation

Darek Frye, McCain Foods USA Inc.

Jim Knetsch, Del Monte Foods

Tom Timm, Birds Eye Foods

Joe Yanda, Lakeside Foods

Bob Porter, JBT FoodTech

Gregg Ruffalo, Plainfield Trucking

Food Processor Members

Allens Incorporated

Birds Eye Foods

Bonduelle USA

Bush Brothers & Company

Chippewa Valley Bean

Del Monte Foods

Faribault Foods

General Mills Incorporated

GLK Foods

Hormel Foods Corporation

Iowa Choice Harvest

Jennie-O Turkey Store

Lakeside Foods Inc.

Leach Farms

Lodi Canning Company

McCain Foods USA

Ryder Beaver Dam

Seneca Foods Corporation

Sno Pac Foods, Inc.

Dear MWFPA Member:

In 2013, the MWFPA focused on our mission of advocating for the food processing industry.

It was a challenging year from a public policy perspective. State agencies continue to increase regulations on water, air, and plant inspections, making it challenging and expensive for producers and processors to do business. State and federal legislatures offer their own challenges with BPA bans, GMO labeling bills, minimum wage increases, tax increases, personal injury bills, and chemical registration legislation.

With leadership from our board of directors and the involvement of our committee members, we met these issues head on. Our on-going obligation is to aggressively represent our member's interests in the state legislatures, Congress and regulatory agencies.

Despite the challenges – perhaps because of the challenges – our members have renewed their support of the association. We added three new processor companies to our list of members as well as several more associate members. And more members are getting involved and helping set our agenda by joining the board of directors and committees.

This year we showed our commitment to continuing education by introducing the new MWFPA Scholarship Fund. The scholarship awarded \$10,000 to ten students whose parents work for association member companies and plan to attend a post-secondary institution of education. This scholarship recognizes the changes in the job market by awarding scholarships to students at a variety of learning institutions. Coupled with the traditional Friday and Weckel Scholarships we awarded \$19,000 to sixteen deserving students.

As we conclude our program year, I would like to thank the members of our Board who graciously dedicate their time and talents to the mission of MWFPA and to those employees who participate on our committees. Your support enables MWFPA to shape the debate on key legal and public policy issues and to continue to promote and enhance the business interests of the Midwest food processing industry.

Sincerely,



Nickolas C. George Jr.
President





ADVOCACY

- ✓ MWFPA and others filed a friend of the court brief in WI opposing a regulatory agency position to expand the public trust doctrine to wetlands and ground water jeopardizing an owner's rights over his/her own property. The WI Supreme Court ruled in a manner supportive of our position.
- ✓ Joined a broad business coalition to oppose an IL bill that would have required the disclosure of confidential business income tax information.
- ✓ Assisted in the development of WI legislation designed to clarify existing law governing the WI Department of Natural Resources' regulatory authority over high capacity wells.
- ✓ Worked with a MN coalition to successfully amend a BPA ban bill limiting the reach of the legislation and reducing its regulatory impact.
- ✓ Supported WI legislation that was signed into law delaying an electricians licensing and registration law that would have presented an undue burden on manufacturing employers.
- ✓ Opposed IL legislation that would require food labels to include information about genetically modified organisms.
- ✓ Opposed efforts to limit the types of food available under the WI food stamp program.
- ✓ Worked with the USDA and select members of Congress on school nutrition programs and the Farm Flex pilot project. Our efforts succeeded in getting both the House and Senate farm bills to allow producers unlimited ability to grow fruits and vegetables on their farm acreage without any reduction in farm program benefits – situation that had been partially addressed through the Farm Flex pilot program.
- ✓ Supported a bill to allow trucks currently operating on WI Highway 41 to continue to use the highway once it has been converted into an Interstate.
- ✓ We continue to negotiate a procedure with the Wisconsin Department of Natural Resources to address the arbitrary lowering of nitrogen loads on spray fields by WPDES permit writers.
- ✓ Continue to work with regulators and others on the regulation of irrigation and high capacity wells in the Central Sands of Wisconsin in an effort to assure access to irrigated water when needed.

RESEARCH & EDUCATION

- ✓ Seminars
- ✓ Annual Convention – 15 learning sessions
- ✓ Food Safety Modernization Act webinar in conjunction with the American Frozen Food Institute
- ✓ MWFPA/WSC Annual Safety Conference
- ✓ Safety Director Personal Development Seminar
- ✓ Food Plant Sanitation Seminar
- ✓ Waste to Energy Opportunities Webinar

Research

- ✓ Processors and seed companies funded over \$73,000 in research through the universities of Illinois, Minnesota, and Wisconsin. This research helps the Midwest retain its position as the leader in the production of processed fruits and vegetables in the country.

Scholarships

- ✓ **Friday/Weckel Scholarships** - Six University of Wisconsin students studying food science or agriculture were awarded \$1,500 each in scholarships through the MWFPA Carleton A. Friday and Kenneth G. Weckel Scholarship funds. The annual awards are provided to worthy college undergrads majoring in food science or agriculture in the University of Wisconsin system. All recipients are invited to the annual convention.
- ✓ **MWFPA Scholarship** – A new scholarship program that is available to the children of all member company employees who are attending an institution of continuing education was instituted in 2013. Ten students were each awarded \$1,000 from funds raised at the MWFPA Sporting Clays Challenge.

(continued)



Networking, Communication, Involvement

Industry Media Relations & Plant Tours

MWFPA made regular media contacts communicating the importance of the food processing industry to the Midwest. We assisted in plant tours for state and federal officials in an effort to educate them on the challenges food processors face.

Safety Competition

MWFPA member plants compete for annual safety awards by monitoring safety protocol based on OSHA data that is submitted monthly. The awards are presented at the annual convention.

Social Networking

MWFPA maintains social media tools such as Facebook, Twitter and LinkedIn to keep our members and the general public engaged. MWFPA also updates and refines our website and blog to promote events and convey political and other industry-related news and information.

Food Processor Directory

Over two thousand directories are distributed to members and policymakers with information on key industry companies and personnel throughout the Midwest.

Newsletters & Communications

MWFPA members receive twice-monthly electronic news bulletin and are kept informed of developments through emails, alerts, and special reports on public policy issues and industry trends as well as through personal contacts.

Convention

Over 900 food industry experts participated in the 109th Annual Convention & 86th Annual Processing Crops Conference in Madison, WI. The event attracted over 175 exhibitors and featured over 40 speakers addressing everything from food safety to phosphorus rules.

Spring Summit and Scramble

Over 200 processors and industry representatives participated in this annual event and awarded over \$3,000 in cash prizes to golfers and non-golfers.

Sporting Clays Challenge

Over 80 members participated in the Sporting Clay Challenge which raised \$10,000 for the MWFPA Scholarship Fund.

Committee Activities

2013 saw increased activity from our ten issue committees. The complexities of the food industry require constant communication between the industry and regulators to ensure that regulations are consistent with industry needs.

Community Action

MWFPA continues to work with food banks in IL, WI and MN in an effort to funnel excess food to food pantries. This year several of our members harvested and processed vegetables for Second Harvest Food Bank, over and above the truckloads of canned and frozen food that is donated yearly.

FINANCIAL REPORT

Midwest Food Processors Association is in a strong financial position. Operating revenue exceeded expenditures despite unplanned expenses resulting in a budget excess of \$50,000. All programs came in at or above budget and expenses were slightly higher. We continue to hold reserves of over \$650,000 helping to ensure that the association has ample operating revenue. The association's financial review is available upon request.



Midwest Food Processors Association, Inc.
4600 American Pkwy, Suite 210, Madison, WI 53718-8334
Phone: (608) 255-9946 • Fax: (608) 255-9838 • www.mwfpa.org

MWFPA 2014 MEMBERSHIP SCHEDULE OF EVENTS

JANUARY

Research Project Proposals Due
Scholarship Information Distributed
Safety Committee
Human Resource Committee
Food Science Committee
Convention Committee
AMO Committee

FEBRUARY

Board of Directors
MWFPA/WSC Safety Conference
Environmental Committee
Leadership Seminar

MARCH

Raw Product Committee
Food Safety Seminar
Washington DC Visits

APRIL

Food Safety Seminar
Human Resource Committee
Food Science Committee
Research Projects Finalized

MAY

AMO Committee
Research Projects Awarded

JUNE

Spring Summit & Scramble
Board of Directors
Raw Products Committee
AMO & Convention Committee

JULY

Raw Products/Haltvick Committee
Scholarships Awarded
Food Science Committee
Human Resource Committee

AUGUST

Raw Product/Haltvick Committee
Executive Committee

SEPTEMBER

Board of Directors
Raw Products/Haltvick Committee
Research Projects Funded

OCTOBER

Sporting Clay Challenge
Food Science Committee
Human Resource Committee

NOVEMBER

Membership Renewals

DECEMBER

Annual Convention & Expo
Processing Crops Conference
Annual Member Meeting
Board of Directors

