




Profile and Annual Report





The Midwest is home to a robust, vibrant food processing industry due to a strong manufacturing sector, a solid transportation infrastructure, a diverse supply of raw product, premier research institutions, and a food community that works together to meet industry challenges.

On behalf of the Midwest Food Processor Association Board of Directors, we welcome your interest in the region's foremost voice of the food processing industry.

MWFPA understands the challenges that you face as a food processor. We are an active advocate for fair and reasonable regulation in Illinois, Minnesota and Wisconsin. We work to maintain a positive, competitive climate in the Midwest so that our members can grow and achieve their business goals.

Though our focus is largely on legislative and regulatory matters, MWFPA offers many member services. We sponsor high quality seminars, fund agricultural and environmental research, award educational scholarships, publish a twice monthly newsletter, and organize networking events.

All services are planned by our member-driven policy committees which provide a forum where you and your peers can address industry challenges and reach solutions in a unified and deliberative manner. Ultimately, our goal is to help lower the cost and ease the regulatory burden for food processors in the Midwest.

A report of our annual activities is included in this booklet. You will find that MWFPA is active and involved and always looking for ways to make the Midwest a great place for food processors.

Thank you for your interest in the association. Please call us with questions or to schedule an appointment. Our staff and a member of our board of directors will be happy to meet and introduce you to the association.

Sincerely,



Joe Breid

*Bush Brothers & Company
Chairman, MWFPA Board of Directors*



Nick George

President, MWFPA





MWFPA

Midwest Food Processors Association, Inc.

“The MWFPA affords a balanced, unified and credible voice to the many essential audiences we strive to inform and represent. This voice that is MWFPA constitutes the value added network that is represented from farm to table, the continuous improvement in safety and education and the stewardship of all resources that is ever critical to our industry and the communities within which we operate. I am very proud to be part of such an engaged advocate of our passion and an unwavering gatekeeper of the promise we have made to those we serve.”

– Mike Forbes, Corporate Manager-Regulatory Affairs, Hormel Foods Corporation

“MWFPA is the legislative and regulatory authority on food processing concerns in the Midwest and has the attention of the regulatory agencies and legislatures in our region. MWFPA develops policy through its member committees helping shape the debate on key food policy matters.”

– Cindy Brown, CEO, Chippewa Valley Bean Company

“We are a small vegetable canning company, and, as such, we’re obligated to wear many “hats” in order to perform the necessary functions in our business. One “hat” we do not have to wear is the time-consuming function of monitoring the activities of our state’s legislature. MWFPA has been an excellent source for keeping us abreast of the latest legislative changes regarding the food processing business. Thanks, MWFPA, for donning that important ‘hat.’”

– Bob Goeres, President, Lodi Canning Company

WHY YOU SHOULD BE A *Member* OF MWFPA

- MWFPA is a **trusted source for policy makers** and the media giving voice to the Midwest food processing industry.
- MWFPA has **government affairs representatives** who work on state and federal legislation that affects your food company.
- MWFPA **hosts member-run policy committees** that respond to issues affecting the food industry, identify emerging issues, and provide direction to the association board of directors.
- MWFPA **sponsors meetings and events** for industry professionals to discuss common problems, exchange ideas, and share experience and knowledge.
- MWFPA **organizes meetings with regulators and legislators** to discuss concerns and find solutions to enable regulatory compliance.
- MWFPA members receive frequent **newsletters and bulletins** containing useful information on legislative decisions, upcoming meetings, business opportunities and industry trends.
- MWFPA **coordinates and funds research projects** based on member needs and benefiting the Midwest food industry.
- MWFPA promotes workplace safety by **sponsoring a safety contest** where participating plants report monthly incident rates, collect data, establish benchmarks and receive awards for reducing workplace accidents.
- MWFPA commits to the future by **sponsoring several annual scholarships** for the children of MWFPA members.
- MWFPA offers timely, affordable seminars and workshops on **issues relevant to the industry** taught by industry leaders.



MWFPA CAN ONLY GET BETTER WHEN THE INDUSTRY WORKS TOGETHER. YOUR KNOWLEDGE, VISION AND LEADERSHIP WILL CONTRIBUTE TO THE GROWTH AND PROSPERITY OF THE MIDWEST FOOD INDUSTRY.

JOIN US – BECOME A MEMBER TODAY!

ADVOCACY, RESEARCH *and* EDUCATION

ADVOCACY

- ✓ Supported legislation clarifying the Wisconsin Department of Natural Resources' (DNR) regulatory authority over high capacity wells.
- ✓ Continued to modify Wisconsin's implementation of husbandry law to reduce the number of permits needed when moving equipment from farm to field.
- ✓ Intervened in a court case seeking to prevent the Wisconsin DNR from overstepping its regulatory authority. The court ruled in our favor.
- ✓ Opposed a Minnesota bill requiring the mandatory labeling of foods produced using genetically modified organisms (GMO).
- ✓ Opposed Illinois legislation that would require food labels to include information about GMOs.
- ✓ Fought for a variance from the U.S. EPA from Wisconsin's phosphorus law.
- ✓ Advocated for the equal treatment of fresh and processed vegetables in government food programs.
- ✓ Advocated for federal legislation clarifying GMO labeling.
- ✓ Supported the passage of Trade Promotion Authority (TPA).
- ✓ Worked with regulators and others on the regulation of irrigation and high capacity wells in the Central Sands of Wisconsin.

"MWFPA has been a united voice advocating on behalf of food manufacturers at both the state and federal levels of government. Our company really appreciates it keeping a watchful eye out for us and protecting our interests."

– Joe Breid, Bush Brothers & Company

RESEARCH AND EDUCATION

Seminars

Annual Convention – 19 learning sessions
MWFPA/WSC Annual Safety Conference
Safety Director Personal Development Seminar
Food Plant Sanitation Seminar
HACCP Seminar
Human Resources Leadership Seminar
High Performance Leadership Training

Research

Processors and seed companies funded over \$65,000 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.

Began research with the University of Wisconsin to address the arbitrary lowering of nitrogen loads on spray fields by WPDES permit writers.

Won a \$69,000 grant to study neonicotinoid in specialty crops.

Scholarships

Friday/Weckel Scholarships: Awarded six University of Wisconsin students studying food science or agriculture with \$1,500 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: Increased funding for this scholarship program that is available to the children of all member company employees attending post-secondary education. Fourteen students were each awarded \$1,000 to attend the school of their choice. These recipients are also recognized at the annual convention

NETWORKING, COMMUNICATION AND *Involvement*

Industry Media Relations & Plant Tours: Co-hosted plant tours introducing policy makers and the media to the products made in the Midwest and to the challenges the industry faces. This year tours were hosted in concert with the Wisconsin Cheese Makers Association and the Dairy Business Association.

Safety Competition: MWFPA member plants compete for annual safety awards by monitoring safety protocol based on OSHA data. 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.

Food Processor Directory: Over 2,000 directories are distributed to members and policymakers with information on key industry companies and personnel throughout the Midwest.

Newsletters & Communications: MWFPA disseminated news and information to its members and other food industry professionals through its electronic news bulletin, website, periodic email alerts, and special reports.

Convention: Over 900 food industry experts participated in the 111th Annual Convention & 88th Annual Processing Crops Conference in Green Bay, WI. The event attracted over 150 exhibitors and featured over 45 speakers addressing everything from food safety to the principles of organic processing.

Spring Summit and Scramble: An annual gathering of over 200 processors and industry representatives for meetings of the MWFPA Board of Directors and associated committees, an evening reception and a day of golf. Golfers and non-golfers were awarded over \$3,000 in cash plus other prizes donated by AMO members.

Sporting Clays Challenge: Members participated in this annual event and raised more than \$10,000 for the MWFPA Scholarship Fund.

Committee Activities: This year 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 rules are consistent with industry needs. Much of MWFPA's work is conducted through its committees and member input is the basis of our advocacy.

Community Action: MWFPA continues to work with food banks in Illinois, Wisconsin and Minnesota 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.

"MWFPA's Convention and Expo brings together the Food Processors of the Midwest, all at the same time and in one place which saves us time and money. It provides a venue for us to present our latest innovations to the Food Processors along with the opportunity to network with the industry leaders."

– Steve Hughes, CEO, Lyco Manufacturing Inc.

CALENDAR 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
Personal Development Seminar
Environmental Committee
Leadership Seminars

MARCH

Raw Product Committee
Washington DC Visits

APRIL

Sanitation Seminar
Human Resource Committee
Food Science Committee
Research Projects Finalized

MAY

Research Projects Awarded &
Funded
MWFPA Scholarships Awarded

JUNE

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

JULY

Raw Products/Haltvick Group
Friday/Weckel Scholarships
Awarded
Food Science Committee
Human Resource Committee

AUGUST

Raw Product/Haltvick Group
Executive Committee

SEPTEMBER

Board of Directors
Raw Products/Haltvick Group

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



**Midwest Food Processors Association
2015 Board of Directors**

Bob Goeres - Lodi Canning Company
(Chairman)

Joe Breid - Bush Brothers & Company
(Vice Chairman)

Mike Forbes - Hormel Food Corporation
(Secretary/Treasurer)

Ryan M. Downs - GLK Foods
(Past Chairman)

Ken Sevcik - Faribault Foods

Rob Anderson - Bonduelle USA, Inc

Jon Brekken - Seneca Foods

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

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

Nick George - *President*

Brian Deschane - *Director of Operations*

Brian Elliott - *Director of Communications*

