



# 2010 Annual Report

*Midwest Food Processors Association, Inc.*



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Dear MWFPA Member:

As the Midwest economy recovers, the food processing industry stands out as an industry that provides good jobs, invests in infrastructure, and continues to be more productive. Our job is to help the industry by communicating its concerns and promoting good legislation over bad. The year 2010 gave us ample opportunity to do both.

Our 2010 strategic plan identified “regional government advocacy” as being the association’s strongest asset. MWFPA members met one-on-one with policy makers communicating concerns, needs, and benefits of the industry. Our efforts were rewarded with many successes in 2010, including the enactment of a new food processing tax credit and the defeat of several initiatives that would have cost the industry millions of dollars. They include BPA bans in Illinois; onerous water regulations in Wisconsin and Minnesota; and expensive climate change regulations at the state and federal level.

The strategic plan also recognized industry education and communication as a benefit to members. We promoted education through our scholarship program, seminars, conferences, and research projects. A new website was developed to enhance communication and promote industry issues, and more resources were committed to technology and communications.

Non-dues revenue is becoming a bigger part of the association’s income base which allows us to maintain dues at the same level for the past ten years. That and disciplined spending, with oversight from the Board of Directors, ensures that MWFPA is in a strong financial position.

MWFPA is an association of member companies and individuals. Nothing is accomplished without support of the members. We remain focused on delivering services in a personal and professional manner and are looking ahead to new opportunities. It is privilege to be your advocate, and your active participation is appreciated.

Sincerely,



Nickolas C. George, Jr.  
President



# Advocacy

MWFPA represents food processors before the legislatures and regulatory agencies in Illinois, Minnesota, Wisconsin and Washington DC. Below is a sample of the issues addressed by MWFPA in 2010.

**Government Food Programs** – MWFPA conducted meetings in Washington DC with the USDA and select members of Congress, educating them on the success of Farm Flex and the important role processed foods play in government food programs.

**Food Processor Tax Credit** – MWFPA worked to ensure passage of a Wisconsin tax credit designed to help food processors modernize and expand operations, cut costs, and invest in new technology and energy conservation measures.

**Wind Facility Siting Rule** – We were instrumental in getting a controversial Wisconsin wind turbine siting rule sent back to the originating agency for improvement. Our concerns were with the ability to use air application in areas with high density wind turbines.

**Phosphorus Rule** – MWFPA and a coalition of business and agriculture groups worked to make a controversial rule limiting phosphorus discharges less onerous for industrial and municipal sources. After several hearings the DNR provided assurances that no industry would suffer economic harm and built flexibility into the rule.

**Climate Change** – MWFPA commented on climate change proposals at both the state and federal level through coalitions organized by business and agricultural interests. MWFPA and 22 other organizations successfully opposed climate change legislation in Wisconsin that would have increased electric rates by \$16 billion in the next 15 years, jeopardized reliability, and produced no reductions in green house gases.

**Groundwater Regulation** – MWFPA joined growers and the dairy industry to successfully oppose legislation to increase the regulation of groundwater, surface water, and high capacity wells. We continue to work with researchers and growers to collect water use information and show regulators how the food processing and growing industry conserves water.

**Bisphenol A (BPA)** – MWFPA joined a number of groups in opposition to an amendment to the federal Food Safety Modernization Act that would have banned the use of BPA in food packages. In Illinois, MWFPA and a coalition of business interests stopped two bills that banned BPA in baby bottles and other food containers.

## *Midwest Food Processors Association 2010 Board of Directors*

Chairman – Darek Frye, McCain Foods USA, Inc.

Vice Chairman – Ken Sevcik, Faribault Foods, Inc.

Secretary Treasurer – Bruce Jacobson, Lakeside Foods

Randy Albrecht, Jennie-O Turkey Store

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Jon Brekken, Seneca Foods

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Bob Goeres, Lodi Canning Company

Randy Karcz, Hydrite Chemical Company

Andy Kroll, General Mills, Inc.

John Riemer, JAX INC

# Education & Industry Research

In 2010, MWFPA organized high quality seminars for members at an affordable cost. Seminar topics and speakers are determined by our ten issue committees.

**Safety Conference** – The fifth annual MWFPA/WSC Food Processor Safety Conference covered a variety of safety topics and brought OSHA officials in to discuss timely labor safety issues. The following day, participants attended a full-day certified personal development seminar helping them become better safety managers.

**Human Resources Seminar** – Our first human resource seminar for middle managers took place in Wisconsin Dells and attracted sixty-five attendees. The half-day event discussed the complexities of working with people in different generations and how to deal with problem employees.

**Agriculture Research** – Processors and seed companies funded over \$60,000 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.

**Specialty Block Grant** – The Wisconsin Department of Agriculture, Trade and Consumer Protection awarded MWFPA a \$36,500.00 grant to conduct field studies to evaluate nitrate leaching in sweet corn production.

**Waste to Energy Research** – MWFPA and members funded research that will help convert large quantities of vegetable waste into energy and fertilizer, helping to lower disposal and energy costs while possibly generating new revenues.

**Food and Agriculture Educational 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. This year twelve students applied for scholarships.

**Safety Program** – 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.

# Networking, Communication, Involvement

**Industry Communication** – In 2010 we made regular media contacts communicating the importance of the food processing industry to the Midwest.

**Food Processor Directory** – Over two thousand directories are distributed to members and policy makers with information on key industry companies and personnel throughout the Midwest.

**Convention** – Over 800 food industry experts participated in the Annual Convention and Expo in Green Bay, Wisconsin in 2010. The event attracted over 130 exhibitors and featured over 40 speakers that addressed topics like thermal processing, food allergens, and OSHA compliance directives.

**Annual Golf Outing** – Over 200 processors and industry representatives participated in this annual event which awards over \$3,000 in cash prizes to golfers and non-golfers.

**Newsletters** – MWFPA members receive twice-monthly electronic newsletters and special reports on public policy issues and industry trends.

**Committee Activities** – MWFPA is fortunate to have members with expertise on a host of food issues who volunteer their time and knowledge for the industry. Much of their input comes through ten committees that help identify and comment on a variety of issues.

**Community Action** – MWFPA continues to work with food banks in Illinois, Wisconsin and Minnesota in an effort to funnel excess food to food pantries.

