



Local, regional and specialty foods are wonderful additions to the food story globally. New foods, new business models and new opportunities are emerging from many directions.

Industries rise and fall in our economy but a constant is food.

Among food industry organizations few have the longevity and reach as the Midwest Food Products Association (MWFPA). This 113 year old organization (until recently named the Midwest Food Processors Assn.) has represented vital aspects of the food products industry in the upper Midwest states of Wisconsin, Minnesota and Illinois.

Often older organizations can be overshadowed by new conversations and activities as times change. This should not be the case for the MWFPA.

While many local, regional and specialty food advocates provide exciting new stories specific to their own work, the role of regionally and nationally integrated industry platforms can also provide information and opportunities often unavailable to individual projects. These are the kinds of partnerships local and specialty foods need.

Look at current population statistics for where MWFPA member plants and offices are located:

**In Wisconsin:**

- MWFPA represents plants and offices in 99 different Wisconsin communities.
- MWFPA locations are in 44 different Wisconsin counties.
- MWFPA businesses are located in Wisconsin counties that represent over 90% of the state's population.

**In Minnesota:**

- MWFPA represents plants and offices in 61 different Minnesota communities.
- MWFPA locations are in 29 different Minnesota counties.
- MWFPA businesses are located in Minnesota counties that represent over 77% of the state's population.

**In Illinois:**

- MWFPFA represents plants and offices in 45 different Illinois communities.
- MWFPFA locations are in 19 different Minnesota counties.
- MWFPFA businesses are located in Illinois counties that represent over 77% of the state's population.

**Throughout the region (WI, MN, IL):**

- MWFPFA plants and offices are located in counties that represent well ***over 19 million people, more than 80% of the total population of the three states combined.***

**National and international members**

- In addition MWFPFA members from other states (outside WI, MN, IL) and countries represent 5 different states, 4 different countries.

**MWFPFA categories of business:**

- In addition to preparing and packaging food products through its Processor Members, MWFPFA Associate Members provide goods and services in an amazing 345 different categories of food business.

For local, regional and specialty food businesses, these kinds of partnerships are unprecedented. We look forward to helping grow this 'big food / small food' collaboration. Together we can make our region one of the premier locations in the world for growing a food business.

If you would like more information about the Artisan Food Products Network, contact Rick Terrien at: 608 577 7546, or [rick@artisanfoodproductsnetwork.org](mailto:rick@artisanfoodproductsnetwork.org).

[www.artisanfoodproductsnetwork.org](http://www.artisanfoodproductsnetwork.org)