



MIDWEST FOOD PROCESSORS ASSOCIATION

# ANNUAL REPORT

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2015

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## 2015



Dear MWFPA Member:

We are pleased to provide the Midwest Food Processors Association 2015 Annual Report, a synopsis of the association's achievements in advancing food manufacturing in Illinois, Minnesota and Wisconsin.

Food industry advocacy is our core mission. This year, the association increased its commitment to advocacy by hiring a contract lobbyist and technical and legal consultants to work on regulatory issues. The focus was on environmental policy and food safety regulations.

Raw product research helps the Midwest retain its leadership role in food processing. We continue to fund research on specialty crops and win grants for specific crop and pesticide research. We also initiated a three-year soils research project which will demonstrate to regulators that wastewater land spreading is an environmentally sound method of disposal.

Promoting the industry is another mission of the association. We increased scholarship fundraising and awarded 20 scholarships to deserving students. We produced a video that shows the many good paying jobs available in the food processing industry and we increased our seminar and education courses available to members.

Recognizing that there is strength in numbers, the board of directors created a membership committee and tasked it with recruiting new food processor members to the association. Increased members will give us the resources needed to represent the industry.

Thanks to those members who participated in our programs and helped shape our agenda. We cannot do it without you. We welcome your feedback and thank you for your continued support.

Sincerely,

A handwritten signature in black ink, appearing to read "Nickolas C. George Jr.".

Nickolas C. George Jr.  
President



## 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 implement 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.

### 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 invited to the annual convention.



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## 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

## Food Processor Members

Birds Eye Foods  
Bonduelle USA Inc.  
Bush Brothers & Company  
Chippewa Valley Bean  
Del Monte Foods  
Faribault Foods  
General Mills  
GLK Foods  
Hormel Foods Corporation  
Jennie-O Turkey Store Inc.  
Kraft Foods Global Inc.  
Lakeside Foods Inc.  
Lodi Canning Company Inc.  
McCain Foods USA Inc.  
Ryder Integrated Logistics  
Seneca Foods Corporation  
Sno Pac Foods, Inc.

## Midwest Food Processors Association, Inc.

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

Nick George - President  
Brian Deschane - Director of Operations  
Brian Elliott - Director of Communications

## 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:** A twice-monthly electronic news bulletin goes to over 2,000 food industry professionals and correspond with all members through 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:** Over 190 processors and industry representatives participated in this annual event and awarded over \$3,000 in cash, and several other prizes donated by AMO members, to golfers and non-golfers.
- ✓ **Sporting Clays Challenge:** Over 80 members participated in the Sporting Clay Challenge and raised \$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.

## FINANCIAL REPORT

Midwest Food Processors Association is in a strong financial position. Operating revenue exceeded expenditures and all programs came in at or above budget. 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.