



WISCONSIN ECONOMIC DEVELOPMENT CORPORATION



WEDC FOOD AND BEVERAGE SECTOR SUPPORT

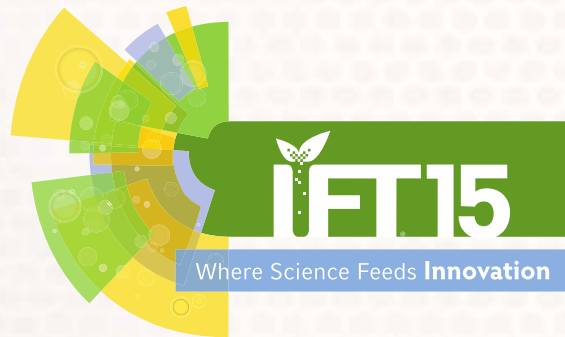


WEDC IFT15 Initiative: International Food and Technology (IFT) Exhibition

The 75th IFT Annual Meeting and Food Expo

July 11-14, 2015

McCormick Place in Chicago, Illinois, USA



<http://www.am-fe.ift.org/cms>



AGENDA JUNE 26



➤ WELCOME

Cate Rahmlow

➤ General Show Information

Sarah Bownds

- Registration
- Housing
- Sampling and Shipping Information
- FaB Sector Marketing and Promotion
- Pavilion Schedules

➤ Questions



SCHEDULE AT A GLANCE



- Show Dates July 11-14, 2015
- Location McCormick Place, Chicago, IL
- Expo Hall Hours:
 - Sunday July 12 12:00 pm – 5:00 pm
 - Monday July 13 10:00 am – 5:00 pm
 - Tuesday July 14 10:00 am – 4:00 pm



REGISTRATION AND BADGE PICK UP



- Most exhibitor badges sent by IFT via USPS on 6/23 **\$50 reprint fee**
- Registrations after today (6/26) will need to pick up on site
- Contact Sarah Bownds with questions



HOUSING (HOTEL ARRANGEMENTS)



Booking Your Hotel - **AS OF 6/24/15**

- Each company/participant is responsible for booking their own room.
- You still may be able to find online through ARES, an IFT authorized booking agent, or by contacting hotels directly. Regrettably, event room availability and rates may no longer be available.
- Book online through ARES or call 877.300.6147 (from North America) or +1.619.546.7263 (from outside North America) and request hotel information for IFT.



SAMPLING INFORMATION



- Who's sampling at the In Wisconsin Pavilion (Booth #4956)
 - **Burke Candy & Ingredients**
 - **Contract Comestibles**
 - **Grande**
 - **Johnsonville**
 - **Sconnie Foods**
 - **WI State Cranberry Growers Association**
- Any food products require a sampling authorization form and certificate of insurance.



SHIPPING INFORMATION



- Cutoff date for our shipment from Milwaukee is next Thursday, July 2

Derse

Attn: Megan Parikka – IFT Booth 4956

3800 W Canal Street

Milwaukee, WI 53208

- Ship to show forms downloads at join.inwisconsin.com/ift
- List company as “State of Wisconsin Booth # 4956”



MARKETING AND PROMOTION AT IFT



- In Wisconsin Pavilion (Booth #4956)
 - Industry messaging
 - Lead retrieval
 - Booth directory
- Media outreach and blog
- Booth traffic driver





**30x20 Exhibit
Booth # 4956**





WISCONSIN

UNIVERSITY OF WISCONSIN
UW MILWAUKEE
WMEP
WISCONSIN MANUFACTURING EDUCATION PARTNERSHIP

THE STRONGEST LINKS IN THE
MANUFACTURING SUPPLY CHAIN
CONNECT IN WISCONSIN.
WE'VE BUILT A REPUTATION AS WISCONSIN'S LEADING SOURCE OF
MANUFACTURING SKILLS, KNOWLEDGE AND TALENT.



SPONSORED BY
UW MILWAUKEE
WMEP

THE EDGE
MANUFACTURING



FOOD AND BEVERAGE SECTOR MESSAGING >

PRIORITY MESSAGING

1. Ingredients & Additives
2. Organic, Non GMO, Grass-Fed, or Gluten Free
3. Supply Chain & Food Safety Services
4. Fruit & Vegetable Processing or Co-packing
5. Farm, Factory, Fork & Export
6. Dairy Industry Showcase
7. Meat Industry Showcase
8. Academic Partners for R&D, Product & Talent Development





WISCONSIN PROVIDES. FROM FIRST SEED TO LAST BITE.

In Wisconsin® we're proud of our history in dairy, agriculture and manufacturing. It made us who we are today and it's fueling who we'll be tomorrow. It's the reason our growers, processors, packagers and producers are enhancing food and beverage production from beginning to end. And it's why entrepreneurs, researchers and farmers throughout the state are sharing in Wisconsin's culture of innovation to deliver faster, safer, fresher food than ever before.





IMPROVING THE WAY WE GROW, PROCESS AND DELIVER.

#1 processor of snap beans and carrots nationwide

#1 U.S. producer of cranberries, ginseng and snap peas

#2 in the nation for production of major processing fruits and vegetables

#3 processor of green peas and sweet corn in the U.S.



BUSINESS ENVIRONMENT STAFFED STATION/ LOGOS ON AISLE



THE WISCONSIN ADVANTAGE.

- ROBUST SUPPLY CHAIN
- FAST ACCESS TO MARKETS
- HIGHLY SKILLED WORKFORCE
- POSITIVE TAX POLICIES
- WORLD-CLASS RESEARCH





WISCONSIN
 UNIVERSITY OF WISCONSIN-MADISON

College of Agricultural & Life Sciences
 Food Research Institute
 Cherney
 Salm Partners, LLC
 Bemis
 BURKE
 Wisconsin Whey Protein
 fifth season
 Johnsonville
 Wisconsin Food Partnership
 Red Arrow

CDR
 Seda
 FIBERSTAR
 All About Butter
 bskri
 north
 Welcome
 Mepaco

FaB
 WISCONSIN STATE CRANBERRY GROWERS
 ESE
 GRANDE
 OIR-HANSEN
 MAUSHFIELD
 CREATE A PACK FOODS
 UWRF
 WIXON





PROTECTING OUR CLEAN WATER SUPPLY.



CLOSE TO THE SOURCE IN WISCONSIN

The abundant waterways that surround us supply much more than market access



THE CAPITAL OF WATER

One of the world's most advanced water technology clusters drives our **\$5.7B** water industry



WATER, FOOD AND ENERGY NEXUS

Synergy throughout the state advances the sustainability of our most critical resources



RESEARCH/TALENT STAFFED STATION



BRIDGING THE GAP BETWEEN RESEARCH AND MARKET.



INNOVATION

The UW system, agricultural colleges, research stations and discovery farms are yielding unrivaled results



NUTRITION

Scientists are addressing food safety issues and developing more nutritious products



PROFIT

Statewide collaboration helps food companies increase profitability while protecting the environment





TOP-NOTCH INGREDIENTS WORLD-CLASS FOOD SPECIALISTS.

#1 in the nation for whey processing

2x the national growth rate of employment
in ingredients & additives

#1 producer of cranberries and
ginseng in the nation



FOOD SAFETY SERVICES STAFFED STATION



THE WISCONSIN WAY. FASTER. SAFER. FRESHER.



FAST ACCESS TO MARKETS

Our robust supply chain and unique location ensure goods and supplies arrive safely and quickly



ADVANCING FOOD SAFETY

We lead the nation in food safety and packaging science



MEETING DEMAND FOR QUALITY

Food scientists work with producers to develop industry-leading safety and quality solutions



CHEESE SHOWCASE INTERIOR STAFFED STATION



SEE WHAT
WISCONSIN'S MADE OF.



MEAT SHOWCASE AISLE GRAPHIC



BEEF. PORK. POULTRY.

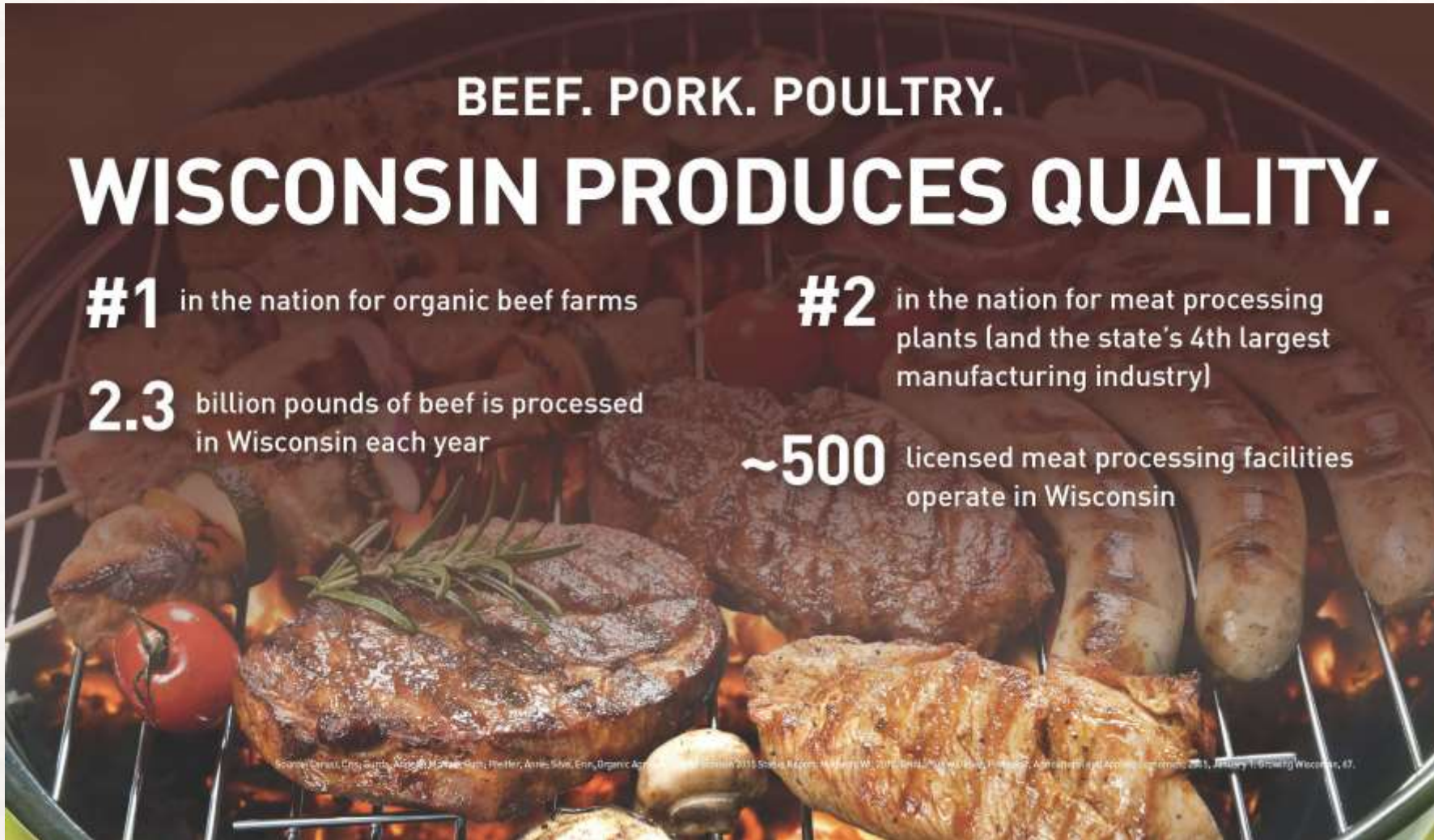
WISCONSIN PRODUCES QUALITY.

#1 in the nation for organic beef farms

#2 in the nation for meat processing plants (and the state's 4th largest manufacturing industry)

2.3 billion pounds of beef is processed in Wisconsin each year

~500 licensed meat processing facilities operate in Wisconsin



MEAT SHOWCASE INTERIOR STAFFED STATION



EVERY STEP SOURCED IN WISCONSIN.





**ENTER
TO
WIN**

BOOTH TRAFFIC DRIVER



- 10 companies that operate In Wisconsin
- First priority given to those of you already involved
- Self serve stations (kiosks) with game cards and stickers.

BOOTH # BOOTH # BOOTH # BOOTH # BOOTH # BOOTH # BOOTH #

NOTES _____

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BOOTH SCHEDULES



- General Booth Schedule
- Dairy Showcase Schedule
- Meat Showcase Schedule

join.inwisconsin.com/ift



DAILY WISCONSIN TEAM MEETINGS



- Optional for all interested, compulsory for WEDC
- Take place at the In Wisconsin Pavilion (booth #4956)
- Sunday July 12
 - 11:30-12:00 Booth orientation
 - 5:00- 5:30 Daily wrap up
- Monday July 13
 - 10:00-10:15 am Morning touch base
 - 5:00- 5:30 Daily wrap up
- Tuesday July 14
 - 10:00-10:30 am Morning touch base (final meeting)



WEB SITES



Wisconsin Delegation site is

<http://join.inwisconsin.com/ift>

- Booth Schedules
- Contact List
- Shipping forms
- Social Media Action Sheet and other resources
- Important announcements

Official IFT convention site is

<http://www.am-fe.ift.org/cms/>



CONTACTS



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EXHIBIT, & LOGISTICS:

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