

Mississippi River Regional Planning Commission EMSI Report

Potential Food and Beverage Product Business Development Opportunities in the Mississippi River Region

This report identifies food and beverage product industries that import their products into the Mississippi River Region counties of Buffalo, Crawford, Jackson, La Crosse, Monroe, Pepin, Pierce, Trempealeau and Vernon that have potential to be manufactured in one or more of these counties. This region has an existing food and beverage product industry specialization. Additional business endeavors linked with import substitution strategies in these food and beverage products may merit worthwhile results because of existing industry knowledge and synergies. Average earnings paid by industries that produce these products is also reported to give a better understanding of economic development benefits of these industries expanding. These industries also have strong supply chain needs that benefit the service sector of the economy. Food and Beverage products are also an economic driver industry of Western Wisconsin and the entire State, with education and research resources to support them. [NAICS - North American Industrial Classification Code, Dataset Version: 2013.4 Class of Worker, Timeframe: 2012, Dataset Category: EMSI Complete, Region Name: Mississippi River Region, Counties: Buffalo, Crawford, Jackson, La Crosse, Monroe, Pepin, Pierce, Trempealeau, and Vernon]

NAICS	Industry	Total Regional Demand	Satisfied By Region's Industries	Satisfied By Industries Outside Region	Average Earnings of Region's Workforce
311119	Other Animal Food Manufacturing	\$121,246,699	\$7,752,771	\$113,493,928	\$38,942
311513	Cheese Manufacturing	\$211,386,823	\$119,477,234	\$91,909,589	\$51,096
311511	Fluid Milk Manufacturing	\$69,592,207	\$8,177,982	\$61,414,225	\$47,054
311611	Animal (except Poultry) Slaughtering	\$54,624,094	\$4,682,412	\$49,941,682	\$46,431
311612	Meat Processed from Carcasses	\$48,378,880	\$4,055,974	\$44,322,906	\$38,170
311615	Poultry Processing	\$56,026,142	\$23,624,326	\$32,401,817	\$51,344
311421	Fruit and Vegetable Canning	\$31,672,332	\$1,509,737	\$30,162,595	\$43,910
312111	Soft Drink Manufacturing	\$36,274,800	\$8,097,295	\$28,177,505	\$92,039
311221	Wet Corn Milling	\$22,577,918	\$0	\$22,577,918	\$0
311812	Commercial Bakeries	\$25,226,610	\$3,258,669	\$21,967,941	\$34,388
311222	Soybean Processing	\$18,322,933	\$96,904	\$18,226,029	\$0
311919	Other Snack Food Manufacturing	\$17,932,642	\$27,744	\$17,904,898	\$37,510
311412	Frozen Specialty Food Mfg	\$17,368,756	\$49,185	\$17,319,571	\$30,493
311211	Flour Milling	\$16,965,398	\$134,403	\$16,830,995	\$32,303
312130	Wineries	\$19,055,049	\$2,340,614	\$16,714,435	\$34,570
311942	Spice and Extract Manufacturing	\$16,049,130	\$659,261	\$15,389,869	\$77,787
311930	Flavoring Syrup & Concentrate Mfg	\$15,165,328	\$0	\$15,165,328	\$0
311225	Fats and Oils Refining and Blending	\$15,039,578	\$0	\$15,039,578	\$0
312140	Distilleries	\$13,210,755	\$0	\$13,210,755	\$0
311514	Dry, Condensed, & Evap Dairy Prod Mfg	\$57,347,792	\$45,003,028	\$12,344,763	\$54,527
311821	Cookie and Cracker Manufacturing	\$12,265,361	\$83,584	\$12,181,778	\$44,205
311111	Dog and Cat Food Manufacturing	\$15,766,693	\$4,543,421	\$11,223,273	\$63,569
311999	All Other Miscellaneous Food Mfg	\$11,221,374	\$41,701	\$11,179,673	\$67,180
311920	Coffee and Tea Manufacturing	\$10,942,592	\$0	\$10,942,592	\$0
311712	Fresh and Frozen Seafood Processing	\$10,883,569	\$0	\$10,883,569	\$0
311520	Ice Cream and Frozen Dessert Mfg	\$9,963,960	\$0	\$9,963,960	\$0
311411	Frozen Fruit, Juice, & Vegetable Mfg	\$9,944,330	\$0	\$9,944,330	\$0
312120	Breweries	\$29,632,784	\$20,194,988	\$9,437,796	\$51,723
311230	Breakfast Cereal Manufacturing	\$10,943,952	\$1,767,069	\$9,176,883	\$65,281
311941	Mayonnaise, Dressing & Other Prepared Sauce Mfg	\$8,310,386	\$0	\$8,310,386	\$0
311330	Confectionery Mfg from Purch. Chocolate	\$9,302,420	\$1,384,103	\$7,918,316	\$34,457
311422	Specialty Canning	\$6,284,977	\$0	\$6,284,977	\$0
312112	Bottled Water Manufacturing	\$6,201,315	\$0	\$6,201,315	\$0

NAICS	Industry	Total Regional Demand	Satisfied By Region's Industries	Satisfied By Industries Outside Region	Average Earnings of Region's Workforce
311340	Nonchocolate Confectionery Mfg	\$5,820,589	\$69,232	\$5,751,357	\$42,589
311991	Perishable Prepared Food Mfg	\$9,624,226	\$3,920,224	\$5,704,002	\$32,653
311822	Flour Mixes & Dough Mfg from Purch. Flour	\$5,464,676	\$0	\$5,464,676	\$0
311811	Retail Bakeries	\$7,333,306	\$1,877,782	\$5,455,524	\$33,746
311911	Roasted Nuts and Peanut Butter Mfg	\$6,141,608	\$1,088,855	\$5,052,754	\$62,779
311212	Rice Milling	\$4,747,792	\$0	\$4,747,792	\$0
311320	Choc & Confectionery Mfg from Cacao Beans	\$5,249,349	\$542,233	\$4,707,116	\$96,515
311223	Other Oilseed Processing	\$5,063,682	\$379,215	\$4,684,467	\$19,614
311312	Cane Sugar Refining	\$4,665,291	\$0	\$4,665,291	\$0
311313	Beet Sugar Manufacturing	\$4,656,310	\$0	\$4,656,310	\$0
311613	Rendering & Meat Byproduct Processing	\$4,558,701	\$0	\$4,558,701	\$0
311311	Sugarcane Mills	\$3,239,377	\$0	\$3,239,377	\$0
311823	Dry Pasta Manufacturing	\$2,978,562	\$0	\$2,978,562	\$0
311830	Tortilla Manufacturing	\$2,632,742	\$0	\$2,632,742	\$0
311512	Creamery Butter Manufacturing	\$2,668,120	\$180,659	\$2,487,461	\$0
311813	Frozen Cakes, Pies, & Other Pastries Mfg	\$2,002,708	\$0	\$2,002,708	\$0
311423	Dried and Dehydrated Food Mfg	\$4,838,446	\$2,974,956	\$1,863,490	\$45,857
311213	Malt Manufacturing	\$1,401,215	\$0	\$1,401,215	\$0
312113	Ice Manufacturing	\$2,457,516	\$1,246,208	\$1,211,308	\$63,507
311711	Seafood Canning	\$918,622	\$91,528	\$827,095	\$103,874
Total		\$1,151,618,060	\$269,333,297	\$882,284,766	\$51,270

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