

## TREMPEALEAU COUNTY INDUSTRY CLUSTER AND ECONOMIC DEVELOPMENT OPPORTUNITIES

The following is an analysis of the County’s Industry Clusters and some examples on how to build Knowledge Based industries and further develop intraregional trade.

### Trempealeau County’s Diverse Manufacturing Provides Significant Economic Impact

Trempealeau County has over 70 companies producing a wide-range of products making manufacturing the leading income and employment sector in the County. The more prominent industry clusters in terms of number employed and total sales driving the County’s manufacturing sector include: 1) Wood and Furniture Products; 2) Food Processing; 3) Machinery, Equipment, and Electronic Products; 4) Transportation and Equipment; and 5) Metal Products. Table 9.01 provides an overview of many of the industries within their respective industry clusters grouping including the ones just listed. Table 9.10 illustrates that in 1998 manufacturers in the County were the highest source of personal income generating approximately \$139 million. In addition, manufacturing employment led all sectors of the County’s economy with approximately 5,000 workers or 30% of the total workforce, Table 9.09. The manufacturing employment also contributed to the growth in the Service sector and other employment sectors such as Retail Trade and Farm employment. Manufacturing also contributed to the \$28.5 million in traveler and tourism expenditures in the County in 1999 since visitors to the County for business reasons are included in this figure, Table 9.07. Manufacturing employment also contributed to the 5.5% growth in population and the 13% growth in housing between 1990 and 2000, Tables 9.03 and Table 9.04 respectively. The County’s enviable 2.9% low unemployment rate in 2000 is directly related to the manufacturing jobs and the spin off effect created in other employment sectors, Table 5.08. The County’s unemployment rate was below the Region, State and Nation.

### There are Opportunities to Further Build the County’s Industry Base Through Actions That More Fully Integrate the County’s Industries With the Knowledge Based Industry Clusters That Drive the State’s Economy and Through Actions That Facilitate Increased Intraregional Trade

Growth in manufacturing or in “basic industries” is often a major factor in determining whether a region’s economy prospers or declines. To further bolster and create greater opportunities for growth in our region’s industries there are actions that can be taken to more fully integrate our industry clusters with the Knowledge Based Industry Clusters that drive the State’s economy.

The following table identifies the County’s industry clusters in relation to the Knowledge Based Industry Clusters driving the State’s economy. An explanation of these industry clusters and recommendations on how to further build these Knowledge Based Clusters are provided on Pages 1-2 through 1-10. Maps 1-13 beginning on Page 11-1 illustrate the concentration of these clusters within the County.

<b>Trempealeau County’s Industry Clusters</b>		<b>Wisconsin’s Knowledge-Based Industry Clusters Driving The State’s Economy</b>
Food Processing – SIC Codes 2000-2199	↔	Agricultural/Business/Food Processing Cluster
Textile, Apparel and Leather Production – SIC Codes 2200-2399 & 3100-3199	↔	Manufacturing/Materials Cluster
Wood and Furniture Products – SIC Codes 2400-2599	↔	Paper Making/Forest Products Cluster
Printing Products – SIC Codes 2600-2799	↔	Printing Cluster
Chemicals & Petroleum Products – SIC Codes 2800-2999	↔	Manufacturing/Materials Cluster and Biotechnology/Bioinformatics Cluster
Plastic and Rubber Products – SIC Codes 3000-3099	↔	Manufacturing/Materials Cluster
Stone, Clay, & Glass Products – SIC Codes 3200-3299	↔	Manufacturing/Materials Cluster
Metal Products – SIC Codes 3300-3499	↔	Manufacturing/Materials Cluster
Machinery, Equipment and Electronic Products – SIC Codes 3500-3699	↔	Machinery Manufacturing/ Automation Cluster

Transportation Equipment – SIC Codes 3700-3799	↔	Manufacturing/Materials Cluster
Instruments and Related Products – SIC Codes 3800-3899	↔	Machinery Manufacturing/ Automation Cluster and Medical Devices/Medical Informatics Cluster
Miscellaneous Manufacturing – SIC Codes 3900-3999	↔	Manufacturing/Materials Cluster
Computer Services Programming and Software – SIC Codes 7370 – 7379	↔	Information Technology/Data Processing Cluster

**A Survey Mailed to Approximately 600 Industries in the Region Identifies Other Opportunities to Help Build the County’s Industry Clusters**

The survey was centered around the concept of promoting regional import substitution strategies. These strategies involved promoting the concept that industries should buy raw materials or components needed for production within the Region as opposed to from outside the Region if practical. The survey’s primary emphasis was therefore on identifying the products produced by the Region’s industries and the raw materials or components needed to produce their products. The survey also centered in on seven other information areas that could also lead to additional intraregional trade and industry cluster growth. These were: (1) Labor force development plans, 2) Identifying raw materials or components that are difficult to procure in order to manufacture their product, 3) Interest in contract manufacturing with another business or entrepreneur, 4) Interest in using an intermodal freight transfer facility (*rail to truck*), 5) Interest in venture capital financing, 6) Interest in revolving loan fund financing, and 7) Interest in development an industry matchmaker procurement website. The survey allowed each industry to respond by circling a number from one to five with “one” meaning, no I am definitely not interested, and “five” meaning, yes I am definitely interested. Industries responding to any questions with a three, four, or five on a given question are listed in Table 9.02. Some economic development concepts and opportunities based on the results of this survey are outlined below.

- Seventy-six manufacturers in the nine county area indicated in the survey their interest in a matchmaker procurement website. Twelve of these companies are located in Trempealeau County. Specific industry cluster procurement websites should be set up to assist in multi-company cost sharing and obtaining raw material quantity discounts.
- In the Mississippi River Regional Planning Commission’s (MRRPC) Economic Development District there are over 90 manufacturers of lumber, wood products, furniture and fixtures including 18 located in Trempealeau County. This industry cluster provides jobs for over 3,600 workers and have combined sales in excess of \$600 million making it an immense economic force that reaches far beyond county and regional boundaries. Ashley Furniture Industries, Inc. with it’s manufacturing operations located in the cities of Whitehall, Arcadia and Independence anchors this industry cluster with over 3,000 employees and sales in excess of \$500 million. At least two other wood industries in Trempealeau County have started as a result of Ashley Furniture’s presence. Wood and furniture product manufacturing is an obvious industry cluster strength in the County. Economic development initiatives in the form of development, financing and labor force development should be targeted at this industry cluster.
- Fifteen manufacturers in the County indicated in a survey their interest in contract manufacturing. Collectively they produce such products as hardwood lumber, wood cabinet and furniture parts, construction equipment, agricultural fertilizers and animal feed to name a few items. Existing businesses or entrepreneurs who can make use of this manufacturing resource should be informed about this manufacturing resource available to them which would increase the production capacity of these industries.
- Additional opportunities should be investigated to see if other wood product producers in the Region can supply Ashley Furniture, Inc. with the raw materials needed for their products.
- Over 80 companies on the survey expressed interest in labor force development activities including fifteen manufacturers in Trempealeau County. Universities and technical colleges and others involved in workforce development should investigate providing training tailored to a specific industry cluster.

- Over 60 companies in Region, including 11 in Trempealeau County, expressed interest in angel or venture capital and revolving loan fund funding. Business financing workshops should be organized to provide information on these various forms of financing.
- In the interest of promoting intraregional trade and industry cluster growth, are there any businesses or individuals in the Region that have a need for the following products produced by industries in Trempealeau County or can provide the following raw materials or components to them? This list of products, raw materials and components is based off returns from the Region wide industry survey. This is therefore not a complete list of all the products, raw materials and components needed in the County.

The slash “/” used in these lists identify where one industry’s product or raw material need begins and ends.

Business or individuals interested in investigating these intraregional trade and business development opportunities are encouraged to contact the Mississippi River Regional Planning Commission office, Telephone 608-785-9396, Email [plan@mrrpc.com](mailto:plan@mrrpc.com).

Trempealeau County Industry Products List: 640 pound cheddar cheese blocks, sweet dry whey/ lumber drying, lumber surfacing/ printed products/ deli and food service chicken, rotisserie chicken, eight piece cut up chicken for deli fried chicken/ corrugated packaging/ laminated paper rolls/ punch press dies, precision machinery, revise dies and molds, custom wire and conventional EOM machining, custom precision inspection (CMM), custom design (CAD & CAM)/ leather saddlebags/ custom “job shop” steel products, die sets, joist hangers/ laminate furniture, laminate store fixtures/ paint finishing equipment, metal fabrication sheets, metal fabrication structures/ smoked sausage products, fresh cut meat products, custom slaughter, catering service/ fresh meat wholesale sales, sausage manufacturing/ industrial furniture coatings/ furniture parts, wood component parts, strappings, shelving/ manufactured plastic injection molds (tool and die)/ commercial printing, school forms, office and school supplies/ industrial air handlers, pneumatic personal lifts/ dies/ and limestone products/

Trempealeau County List of Raw Materials or Components Needed by Industries to Manufacture Their Products: raw milk, starter media, coagulant/ lumber/ paper ink chemistry/ propane gas, natural gas, packaging supplies, maintenance parts and tools, manufacturing equipment/ medium paper, chipboard adhesive/ die sets, mild steel, tool steels, die components, punches, springs, SHCS products, dowels, mill supplies, drills, end mills, saw blades/ leather, fiberglass, metals/ sheet metals (all types), structural steel, fasteners, light fixtures, air movement equipment/ steel shop supplies, miscellaneous services/ particle board plywood/ laminate, lumber, hinges, hardware/ hogs, cattle, fruit and vegetables, meat packaging casings, milk/ meat, seasonings/ solvents, resins, pigments, talis/ MDF panels, tooling, packaging/ tool stools components/ paper, ink/ tool steel and natural limestone/

## TABLE 9.01 TREMPEALEAU COUNTY INDUSTRY CLUSTERS

***Food Processing - SIC Codes 2000-2199***

Associated Milk Producers, Inc., Blair  
Crust Unlimited, Osseo  
Four Seasons Farm Supplies, Strum  
Gold'n Plump Poultry, Arcadia  
Jeff's Hegg Mill, Ettrick  
Pat & Sons, Ltd., Arcadia  
Quality Meats, Arcadia  
Riverview Lanes, Arcadia  
Whitehall Specialties Inc., Whitehall

***Textile, Apparel & Leather Prod. - SIC Codes 2200-3199\****

H. S. Industries, Inc., Independence  
Iron Bags, Eleva

***Wood and Furniture Products - SIC Codes 2400-2599***

Ashley Furniture Industries, Inc., Arcadia  
Ashley Furniture Industries, Inc., Whitehall  
B. K. & D. Furniture, Llc, Osseo  
Big River Dry Kiln Corp., Trempealeau  
Blade Millworks, Inc., Strum  
Fly Creek Sawmill, Blair  
Hawkeye Forest Products, Trempealeau  
Hochstetler, Williard, Blair  
Ivers' Woodworking, Whitehall  
Jensen Tie & Lumber, Inc., Arcadia  
Koxlien Bros. Wood Products, Inc., Strum  
Norwinn Co., Inc., Galesville  
P & S Forest Products, Independence  
Pigeon Creek Hardwoods, Whitehall  
Pine Creek Pallet Co., Dodge  
S & S Wood Products Inc., Independence  
Source Cut Industries, Inc., Osseo  
Starwood Rafters, Inc., Independence  
Webster Industries, Inc., Blair Div., Blair  
Wisconsin Woodworks Of Mondovi, Eleva  
Wood Creek Sawmill, Eleva

***Printing Products - SIC Codes 2600-2799***

Ad-Delite, Strum  
Arrow Shopper, The, Ettrick  
Blair Press, Blair  
Butch's Print Shop, Galesville  
Gazebo Printing, Galesville  
Howard Printing, Blair  
Industrial Packaging Corp., Arcadia  
Jensen Publishing, Inc., Osseo  
Supreme Graphics, Arcadia  
Supreme School Supply Co., Arcadia

Whitehall Times, Inc., Whitehall  
Wisconsin Publications, Inc., Osseo

***Chemicals & Petroleum Products - SIC Codes 2800-2999***

Sayer Lack U S A, Llc, Whitehall

***Plastic and Rubber Products - SIC Codes 3000-3099***

Osseo Plastics & Supply Inc., Osseo  
T. R. W. Automotive Electronics, Galesville

***Stone, Clay, & Glass Products - SIC Codes 3200-3299***

Croell Read-Mix, Inc., Ettrick  
Independence Ready Mixed, Independence  
Independence Ready-Mix, Osseo  
R K D Ready Mix, Inc., Arcadia  
Wilber Lime Products, Inc., Arcadia

***Metal Products - SIC Codes 3300-3499***

Badger Stainless Inc., Pigeon Falls  
J B I Spray Booths, Ovens & Systems, Osseo

***Machinery, Equip. & Electronic Prod. - SIC Codes 3500-3699***

Electric Cleaner Co., Inc., Osseo  
Industrial Toolcrafters, Inc., Galesville  
Marathon Quik-Serv, LLC, Independence  
Phoneco Business Systems, Galesville  
Stellar Mold & Tool, Inc., Galesville  
T R W Automotive Electronics, Ettrick  
Titan Air, Inc., Osseo  
Trempla Mfg. Inc., Osseo  
Trempla Tool Co., Inc., Trempealeau  
Universal Truck Equipment, Inc., Galesville  
Valley Fabricating, Inc., Trempealeau  
Westfalia Surge Llc, Galesville

***Transportation Equipment - SIC Codes 3700-3799***

Nelson Industries, Inc., Arcadia  
Northern Automotive Systems, Galesville  
Team Marine, Inc., Ettrick

***Instruments & Related Products - SIC Codes 3800-3899***

P H B, Inc., Osseo

***Miscellaneous Manufacturing - SIC Codes 3900-3999***

Badger Buttons Inc., Osseo  
Country Lace, Inc., Pigeon Falls  
North American Fly Ltd., Strum  
Speedway Sign Co., Osseo  
Van Norman Equipment Co., Inc., Trempealeau

***Computer Serv., Program. & Software - SIC Codes 7370-7379***

Myhre Computer Services, Galesville

*\*Actual industries covered in this industry cluster are SIC 2200-2399 and 3100-3199*

**TABLE 9.02**  
**Trempealeau County**  
**Business Development Opportunities**

*The following is a list of Business Development Needs and Opportunities that the various companies indicated through a survey they had an interest in.*

**Labor Force Development**

Associated Milk Producers, Inc., Blair  
Big River Dry Kiln Corp., Trempealeau  
Croell Read-Mix, Inc., Ettrick  
Gold'n Plump Poultry, Arcadia  
Industrial Packaging Corp., Arcadia  
Iron Bags, Eleva  
J B I Spray Booths, Ovens & Systems, Osseo  
Marathon Quik-Serv, Llc, Independence  
Norwinn Co., Inc., Galesville  
Pat & Sons, Ltd., Arcadia  
Sayer Lack U S A, Llc, Whitehall  
Source Cut Industries, Inc., Osseo  
Stellar Mold & Tool, Inc., Galesville  
Titan Air, Inc., Osseo  
Wilber Lime Products, Inc., Arcadia

**Contract Manufacturing**

Gazebo Printing, Galesville  
Gold'n Plump Poultry, Arcadia  
Industrial Packaging Corp., Arcadia  
Industrial Toolcrafters, Inc., Galesville  
J B I Spray Booths, Ovens & Systems, Osseo  
Marathon Quik-Serv, Llc, Independence  
Norwinn Co., Inc., Galesville  
Pat & Sons, Ltd., Arcadia  
Sayer Lack U S A, Llc, Whitehall  
Source Cut Industries, Inc., Osseo  
Stellar Mold & Tool, Inc., Galesville  
Supreme Graphics, Arcadia  
Titan Air, Inc., Osseo  
Tremplo Tool Co., Inc., Trempealeau  
Wilber Lime Products, Inc., Arcadia

**Intermodal Transfer Freight Facility**

Industrial Packaging Corp., Arcadia  
Sayer Lack U S A, Llc, Whitehall  
Source Cut Industries, Inc., Osseo

**Angel and/or Venture Capital**

Big River Dry Kiln Corp., Trempealeau  
Gazebo Printing, Galesville  
Industrial Packaging Corp., Arcadia  
Marathon Quik-Serv, Llc, Independence  
Pat & Sons, Ltd., Arcadia  
Source Cut Industries, Inc., Osseo  
Supreme Graphics, Arcadia

**Revolving Loan Fund**

Big River Dry Kiln Corp., Trempealeau  
Gazebo Printing, Galesville  
Gold'n Plump Poultry, Arcadia  
Industrial Packaging Corp., Arcadia  
J B I Spray Booths, Ovens & Systems, Osseo  
Marathon Quik-Serv, Llc, Independence  
Norwinn Co., Inc., Galesville  
Pat & Sons, Ltd., Arcadia  
Source Cut Industries, Inc., Osseo  
Stellar Mold & Tool, Inc., Galesville  
Supreme Graphics, Arcadia

**Matchmaker Procurement Website**

Gazebo Printing, Galesville  
Industrial Packaging Corp., Arcadia  
Industrial Toolcrafters, Inc., Galesville  
J B I Spray Booths, Ovens & Systems, Osseo  
Marathon Quik-Serv, Llc, Independence  
Pat & Sons, Ltd., Arcadia  
Sayer Lack U S A, Llc, Whitehall  
Source Cut Industries, Inc., Osseo  
Stellar Mold & Tool, Inc., Galesville  
Supreme Graphics, Arcadia  
Titan Air, Inc., Osseo  
Wilber Lime Products, Inc., Arcadia

**Inputs and Raw Materials Difficult To Procure**

Source Cut Industries, Inc., Osseo, Maintenance equip.

**TABLE 9.03  
TREMPEALEAU COUNTY POPULATION**

	1990	1994	1998	2000	1990-2000 Numerical Chge	1990-2000 % Chge
Trempealeau County	25,263	25,717	26,314	26,649	1,386	5.49
Mississippi River Region	271,389	277,912	287,401	291,732	20,343	7.5
State of Wisconsin	4,891,599	5,061,451	5,234,350	5,310,406	418,807	8.56
U.S.	248,709,873	260,651,000	271,644,000	274,271,000	25,561,127	10.28

Source: 1) General Population Characteristics – 1990, U.S. Department of Commerce, Bureau of the Census  
 2) Official Population Estimates-1994, 1998, & 2000 – State of Wisconsin Dept. of Admin.-Demographic Services Center  
 3) U.S. Bureau of the Census – Current Population Reports – 1994, 1998, & 2000 U.S. Population

The County's percentage rate of population growth was less than the Region, State and U.S. from 1990 to 2000.

**TABLE 9.04  
TREMPEALEAU COUNTY HOUSING UNITS**

	1990	1994	1998	2000	1990-2000 Numerical Chge	1990-2000 % Chge
Trempealeau County	10,097	10,482	11,050	11,407	1,310	12.97
Mississippi River Region	108,284	113,130	119,418	123,026	14,742	13.61
State of Wisconsin	2,055,774	2,169,429	2,295,403	2,366,371	310,597	15.11

Source: 1) General Population Characteristics – 1990  
 2) Total Housing Unit Estimates-1994, 1998, & 2000 – State of Wisconsin Dept. of Admin.-Demographic Services Center

The percentage rate of increase in housing unit construction was less than the Region and State from 1990 to 2000. The number of housing units constructed during this period totaled 1,310 in relation to a population increase of 1,386.

**TABLE 9.05  
TREMPEALEAU COUNTY REAL ESTATE EQUALIZED VALUE**

	1990	1994	1998	2000	1990-2000 Numerical Chge	1990-2000 % Chge
Trempealeau Co.	502,349,000	583,411,200	795,342,100	981,879,500	479,530,500	95.46
Mississippi River Region	5,873,954,300	7,135,618,600	9,788,336,300	11,590,076,200	5,716,121,900	97.31
State of Wisconsin	134,138,145,600	176,376,443,200	238,769,117,100	277,213,706,800	143,075,561,200	106.66

Source: Wisconsin Dept. of Revenue – Bureau of Property Tax

The County's percentage rate of increase in real estate equalized valuation was less than the Region and the State from 1990 to 2000.

**TABLE 9.06  
TREMPEALEAU COUNTY PER CAPITA PERSONAL INCOME**

	1990	1994	1998	1990-1998 Numerical Chge	1990-1998 % Chge
Trempealeau County	14,716	16,748	20,510	5,794	39.37
Mississippi River Region	14,702	17,112	20,739	6,037	41.06
State of Wisconsin	18,160	21,699	26,284	8,124	44.74
U.S.	19,584	22,581	27,203	7,619	38.90

Source: Bureau of Economic Analysis, U.S. Department of Commerce

The County's rate of income growth was less than the Region and State but exceeded the U.S. growth rate from 1990 to 2000. The County's per capita income level in 1998 was less than the Region's, State and Nation.

**TABLE 9.07  
TREMPEALEAU COUNTY TRAVELER AND TOURISM EXPENDITURES**

		1994	1998	1999	1994-1999 Numerical Chge	1994-1999 % Chge
Trempealeau County	Total Visitor Expenditure	17,766,207	22,895,796	28,534,200	10,767,993	60.61
	Total Employ. Impact	501	667	827	326	65.07
	Total Resident Income Impact	10,733,772	12,640,856	15,832,548	5,098,776	47.50
	Total State Revenue Impact	1,770,249	2,047,960	2,553,408	783,159	44.24
	Total Local Revenue Impact	1,125,564	1,481,911	1,859,679	734,115	65.22
Mississippi River Region	Total Visitor Expenditure	291,075,919	415,261,065	484,792,934	193,717,015	66.6
	Total Employ. Impact	8,184	12,134	14,037	5,853	71.5
	Total Resident Income Impact	175,202,855	229,804,273	268,801,481	93,598,626	53.4
	Total State Revenue Impact	28,895,029	37,230,866	43,351,265	14,456,236	50.0
	Total Local Revenue Impact	18,372,103	26,940,369	31,573,216	13,201,113	71.9
State of Wisconsin	Total Visitor Expenditure	5,762,412,960	8,117,722,825	8,747,834,904	2,985,421,944	51.81
	Total Employ. Impact	161,747	232,667	248,681	86,934	53.7
	Total Resident Income Impact	3,462,507,003	4,485,757,000	4,840,582,000	1,378,074,997	39.8
	Total State Revenue Impact	571,048,000	764,770,000	821,837,000	250,789,000	43.9
	Total Local Revenue Impact	363,085,017	520,312,000	562,143,000	199,057,983	54.8

*Source: Wisconsin Department of Tourism*

**The 61% rate of growth in traveler and tourism expenditures in the County exceeded the percentage rate of growth of the State 52% but was less than the Region's rate of growth from 1994 to 1999.**

**TABLE 9.08  
TREMPEALEAU COUNTY LABOR FORCE AND EMPLOYMENT**

		1990	1994	1998	1999	2000	1990-2000 % Chge
Trempealeau County	Total Labor Force	13,331	13,979	14,467	13,831	14,713	10.4
	Total Employment	12,466	12,999	13,849	13,310	14,289	14.6
	Total Unemployment	865	980	618	521	424	-51.0
	Unemployment Rate	6.5	7.0	4.3	3.8	2.9	-55.4
Mississippi River Region	Total Labor Force	141,572	154,238	162,848	158,957	166,004	17.3
	Total Employment	134,915	146,330	157,235	153,825	161,011	19.3
	Total Unemployment	6,657	7,908	5,613	5,132	4,993	-25.0
	Unemployment Rate	5.1	5.6	3.8	3.4	3.0	-42.1
State of Wisconsin	Total Labor Force	2,581,079	2,800,059	2,952,711	2,891,982	3,021,635	17.1
	Total Employment	2,466,597	2,668,025	2,853,275	2,803,881	2,928,062	18.7
	Total Unemployment	114,483	132,033	99,436	88,801	93,573	-18.3
	Unemployment Rate	4.4	4.7	3.4	3.0	3.1	-29.5
U.S.	Total Labor Force	126,142,000	131,951,000	138,545,000	140,108,000	140,639,000	11.49
	Total Employment	118,241,000	124,721,000	132,517,000	134,420,000	135,161,000	14.31
	Total Unemployment	7,901,000	7,230,000	6,028,000	5,688,000	5,477,000	-30.68
	Unemployment Rate	6.3	5.5	4.4	4.1	3.9	-38.10

*Source: State of Wisconsin Department of Workforce Development and U.S. Bureau of Labor Statistics*

**The County's labor force grew at a slower percentage rate than the Region, State and U.S. labor force from 1990 to 2000. The County's 2.9% unemployment rate in 2000 was lower than the Region 3.0%, State 3.1% and the U.S. 3.9%.**

**TABLE 9.09  
TREMPEALEAU COUNTY TOTAL EMPLOYMENT BY INDUSTRY**

	1990 No. Emp.	%	1998 No. Emp.	%	Numeric Change	Percent Change
<b>Trempealeau County</b>						
Total full-time and part-time employment	14,337		16,834		2,497	17.42
Farm Employment	2,346	16.4	2,076	12.3	-270	-11.51
Ag. Services, forestry, fishing and other*	(D)	N/A	(D)	N/A	N/A	N/A
Mining	(D)	N/A	(D)	N/A	N/A	N/A
Construction	448	3.1	664	3.9	216	48.21
Manufacturing	3,970	27.7	5,002	29.7	1,032	25.99
Transportation and public utilities	456	3.2	602	3.6	146	32.02
Wholesale trade	509	3.6	451	2.7	-58	-11.39
Retail trade	1,879	13.1	2,156	12.8	277	14.74
Finance, insurance, and real estate	457	3.2	591	3.5	134	29.32
Services	2,264	15.8	3,065	18.2	801	35.38
Government and government enterprises	1,841	12.8	2,019	12.0	178	9.67
<b>Mississippi River Region</b>						
Total full-time and part-time employment	151,402		180,653		29,251	19.32
Farm Employment	15,940	10.5	14,969	8.3	-971	-6.09
Ag. Services, forestry, fishing and other*	NA	NA	NA	NA	NA	NA
Mining	NA	NA	NA	NA	NA	NA
Construction	5,968	3.9	8,073	4.5	2,105	35.27
Manufacturing	22,859	15.1	26,457	14.6	3,598	15.74
Transportation and public utilities	7,156	4.7	NA	NA	NA	NA
Wholesale trade	6,990	4.6	NA	NA	NA	NA
Retail trade	26,337	17.4	33,337	18.5	7,000	26.58
Finance, insurance, and real estate	6,381	4.2	8,296	4.6	1,915	30.01
Services	NA	NA	NA	NA	NA	NA
Government and government enterprises	23,689	15.6	25,451	14.1	1,762	7.44
<b>State of Wisconsin</b>						
Total full-time and part-time employment	2,835,395		3,330,028		494,633	17.44
Farm Employment	114,701	4.0	101,293	3.0	-13,408	-11.69
Ag. Services, forestry, fishing and other*	23,383	0.8	32,757	1.0	9,374	40.09
Mining	3,682	0.1	3,892	0.1	210	5.70
Construction	124,497	4.4	163,989	4.9	39,492	31.72
Manufacturing	574,066	20.2	639,270	19.2	65,204	11.36
Transportation and public utilities	122,793	4.3	147,772	4.4	24,979	20.34
Wholesale trade	125,765	4.4	146,410	4.4	20,645	16.42
Retail trade	499,720	17.6	577,644	17.3	77,924	15.59
Finance, insurance, and real estate	185,053	6.5	223,752	6.7	38,699	20.91
Services	697,198	24.6	899,427	27.0	202,229	29.01
Government and government enterprises	364,537	12.9	393,822	11.8	29,285	8.03
<b>U.S.</b>						
Total full-time and part-time employment	139,426,900		160,198,700		20,771,800	14.90
Farm Employment	3,153,000	2.3	3,127,000	2.0	-26,000	-0.82
Ag. Services, forestry, fishing and other*	1,453,000	1.0	2,042,600	1.3	589,600	40.58
Mining	1,044,100	0.7	855,500	0.5	-188,600	-18.06
Construction	7,260,800	5.2	8,799,100	5.5	1,538,300	21.19
Manufacturing	19,697,200	14.1	19,568,500	12.2	-128,700	-0.65
Transportation and public utilities	6,568,600	4.7	7,668,300	4.8	1,099,700	16.74
Wholesale trade	6,711,500	4.8	7,351,900	4.6	640,400	9.54
Retail trade	22,920,500	16.4	26,710,200	16.7	3,789,700	16.53
Finance, insurance, and real estate	10,712,600	7.7	12,229,900	7.6	1,517,300	14.16
Services	38,709,600	27.8	49,897,700	31.1	11,188,100	28.90
Government and government enterprises	21,196,000	15.2	21,948,000	13.7	752,000	3.55

Source: U.S. Department of Commerce, Bureau of Economic Analysis, Regional Economic Information System (REIS)

The County's percentage rate of employment growth of 17% from 1990 to 1998 exceeded the U.S. 15% reporting rate, tied the State 17% rate, and was less than the Region's 19% rate. Construction; Services; Transportation and Public Utilities; Finance, Insurance and Real Estate; and Manufacturing were the county's leading employment industries with growth rates of 48%, 35%, 32%, 29% and 26% respectively. Despite this growth in these industries, Manufacturing was still the leading employment sector in the County in 1998 employing approximately 30% of the workforce.

(D) = not shown to avoid disclosure of confidential information

**TABLE 9.10**

**TREMPEALEAU COUNTY PERSONAL INCOME BY INDUSTRY SOURCE OF EARNINGS** (Thousands of dollars)

	1990	1998	Numeric Change	Percent Change
<b>Trempealeau County</b>				
Farm earnings	21,555	13,309	-8,246	-38.3
Ag. Services, forestry, fishing and other*	(D)	(D)	N/A	N/A
Mining	(D)	(D)	N/A	N/A
Construction	8,892	16,676	7,784	87.5
Manufacturing	82,392	139,043	56,651	68.8
Transportation and public utilities	10,727	23,990	13,263	123.6
Wholesale trade	10,808	12,808	2,000	18.5
Retail trade	20,570	22,549	1,979	9.6
Finance, insurance, and real estate	5,518	8,960	3,442	62.4
Services	28,045	48,385	20,340	72.5
Government and government enterprises	39,969	59,061	19,092	47.8
<b>Mississippi River Region</b>				
Farm earnings	135,774	84,735	-51,039	-37.59
Ag. Services, forestry, fishing and other*	NA	NA	NA	NA
Mining	NA	NA	NA	NA
Construction	149,125	260,634	111,509	74.78
Manufacturing	554,933	842,941	288,008	51.90
Transportation and public utilities	212,794	NA	NA	NA
Wholesale trade	182,614	NA	NA	NA
Retail trade	278,279	404,423	126,144	45.33
Finance, insurance, and real estate	93,699	178,201	84,502	90.18
Services	NA	NA	NA	NA
Government and government enterprises	554,880	803,682	248,802	44.84
<b>State of Wisconsin</b>				
Farm earnings	1,138,582	839,302	-299,280	-26.3
Ag. Services, forestry, fishing and other*	353,693	530,927	177,234	50.1
Mining	89,376	143,541	54,165	60.6
Construction	3,684,281	5,984,543	2,300,262	62.4
Manufacturing	17,775,251	26,116,131	8,340,880	46.9
Transportation and public utilities	3,671,535	5,579,579	1,908,044	52.0
Wholesale trade	3,704,657	5,804,561	2,099,904	56.7
Retail trade	5,712,498	8,378,372	2,665,874	46.7
Finance, insurance, and real estate	3,491,912	6,602,120	3,110,208	89.1
Services	12,723,318	22,287,307	9,563,989	75.2
Government and government enterprises	9,584,448	13,784,615	4,200,167	43.8
<b>U.S.</b>				
Farm earnings	43,885,000	43,016,000	-869,000	-2.0
Ag. Services, forestry, fishing and other*	22,174,000	34,445,000	12,271,000	55.3
Mining	36,461,000	47,984,000	11,523,000	31.6
Construction	206,994,000	302,174,000	95,180,000	46.0
Manufacturing	665,431,000	891,190,000	225,759,000	33.9
Transportation and public utilities	228,042,000	357,379,000	129,337,000	56.7
Wholesale trade	221,113,000	329,422,000	108,309,000	49.0
Retail trade	321,531,000	464,753,000	143,222,000	44.5
Finance, insurance, and real estate	243,984,000	477,189,000	233,205,000	95.6
Services	888,863,000	1,503,725,000	614,862,000	69.2
Government and government enterprises	629,902,000	850,789,000	220,887,000	35.1

*Source: U.S. Department of Commerce, Bureau of Economic Analysis, Regional Economic Information System (REIS)*

The greatest percentage rate of growth in source of personal income in the County from 1990 to 1998 (*thousands of dollars*) occurred in Transportation and Public Utilities 124%; Construction 88%; Services 72%; Manufacturing 69%; and Finance, Insurance and Real Estate 62%. The percentage growth in Transportation and Public Utilities; Construction; and Manufacturing income in the County outpaced the rate of growth in both the State and Nation. From 1990 to 1998 the industry source that experienced the greatest rate of earnings decline was Farming with a 38% decrease during this period.

(D) = not shown to avoid disclosure of confidential information