



Michigan's

Food & Agriculture Industry



PURE MICHIGAN®

Growing Forward.

As the Michigan Department of Agriculture and Rural Development (MDARD) director, my passion is to continue planting the seeds of entrepreneurship, to encourage opportunities for rural development, and to watch the state's food and agriculture system continue to grow.

In May of 2012, the Michigan State University Product Center announced that Michigan's food and agriculture system grew by about \$20 billion since 2009, generating \$91.4 billion in economic activity each year.

I am proud of the role MDARD plays in ensuring a strong, viable, and safe food system, as well as in helping identify new opportunities for our talented workforce within the food and agriculture industry.

Michigan produces more than 300 commodities on a commercial basis, making us second only to California in agricultural diversity. In 2011, our annual agricultural exports generated nearly \$2.8 billion. Further, our state leads the nation in the production of 18 commodities and ranks in the top 10 of 56 other commodities.

Michigan's food and agriculture system is poised to be a vital leader in the continued reinvention of our state. We will continue to serve, promote, and protect the food, agricultural, environmental, and economic interests of the people of Michigan with great pride.

Jamie Clover Adams

Director, Michigan Department
of Agriculture & Rural Development



Economic Value of Production

Michigan's food and agriculture industry is flourishing with opportunity.

Michigan's dynamic agri-food system generates \$91.4 billion in total economic activity. With strong public and private investment, the nation's second most

diverse commercial crop base, and an extremely diversified portfolio for food processing, the food and agriculture industry will continue to drive Michigan's economic development.



Source: Michigan State University Product Center Study: The Economic Impact of Michigan's Food and Agriculture System

Michigan has...

54,900 farms & 10 million acres of farmland

312 farmers markets ranking 3rd nationally

Industry Goals

Michigan Food and Agriculture goals for 2015:

Increase the economic impact of the food and agriculture industry to \$100 billion.

Double agricultural exports.

Increase food and agricultural career jobs by 10%.

Improve access to healthy foods for Michigan consumers by 20%.

Achieve 5,000 Michigan Agriculture Environmental Assurance Program (MAEAP) verifications.

Top 10 National Commodities

Michigan leads the nation in the production of 18 commodities. Michigan also ranks in the top 10 for 56 other commodities.

We're #1 in the Nation!

Legumes



- Dry Black Beans
- Dry Cranberry Beans
- Dry Small Red Beans

Flowers

- Begonia Baskets
- Begonia Flats
- Easter Lilies Potted
- Geranium Baskets (cuttings)
- Geranium Pots (seed)
- Impatiens Baskets
- Impatiens Flats
- New Guinea Impatiens Baskets
- Petunia Baskets
- Petunia Flats



Fruit & Vegetables



- Blueberries
- Cucumbers (for pickles)
- Niagara Grapes
- Tart Cherries

Dairy

- Ice Cream Mix (lowfat)



#2 in the Nation

- Dry Beans (all)
- Dry Navy Beans
- Carrots (fresh market)
- Celery
- Geranium Baskets (seed)
- Geranium Flats (seed)
- Hostas
- Marigolds
- Pansy/Viola Baskets
- New Guinea Impatiens Flats
- New Guinea Impatiens Pots
- Other Flowering & Foliar Baskets
- Squash
- Vegetable-Type Bedding Plant Flats
- Vegetable-Type Bedding Plant Pots

#3 in the Nation

- Apples
- Asparagus
- Dry Light Red Kidney Beans
- Geranium Pots (vegetative cuttings)
- Hardy/Garden Chrysanthemum Pots
- Other Flowering & Foliar Flats
- Other Flowering & Foliar Pots
- Petunia Pots
- Snap Beans (for processing)

#4 in the Nation

- Dry Dark Red Kidney Beans
- Concord Grapes
- Cucumbers (fresh market)
- Grapes
- Pansy/Viola Flats
- Other Herbaceous Perennials (potted)
- Sugarbeets
- Sweet Cherries
- Tomatoes (for processing)

#5 in the Nation

- Plums
- Pumpkins

#6 in the Nation

- Peaches

#7 in the Nation

- Maple Syrup
- Snap Beans (fresh market)

#8 in the Nation

- Haylage & Greenchop
- Milk
- Potatoes

#9 in the Nation

- Egg Production
- Oats
- Tomatoes (fresh market)

#10 in the Nation

- Cabbage

Source: USDA/NASS-
Michigan Field Office



The Michigan Advantage



Food Safety & Research

Michigan can trace ingredients back to their sources, preserving product identity throughout production and distribution. In addition to cultivating great crops, Michigan develops strong partnerships among government agencies, universities, and the business sector. Michigan's academic and government institutions foster an environment that supports agriculture production, research, and development.



Abundant Natural Resources

Michigan boasts an abundance of fresh water, a moderate climate, and a wide variety of soils to produce high quality, diverse commodities.



Infrastructure

Michigan is located within 500 miles of half of North America's population and income. Well-established infrastructure includes toll-free highways and railroads, as well as commercial airports and cargo ports.



Robust Manufacturing

The manufacturing infrastructure of Michigan is poised to improve food and agriculture products and processes, while using innovation to design new food and agriculture products.

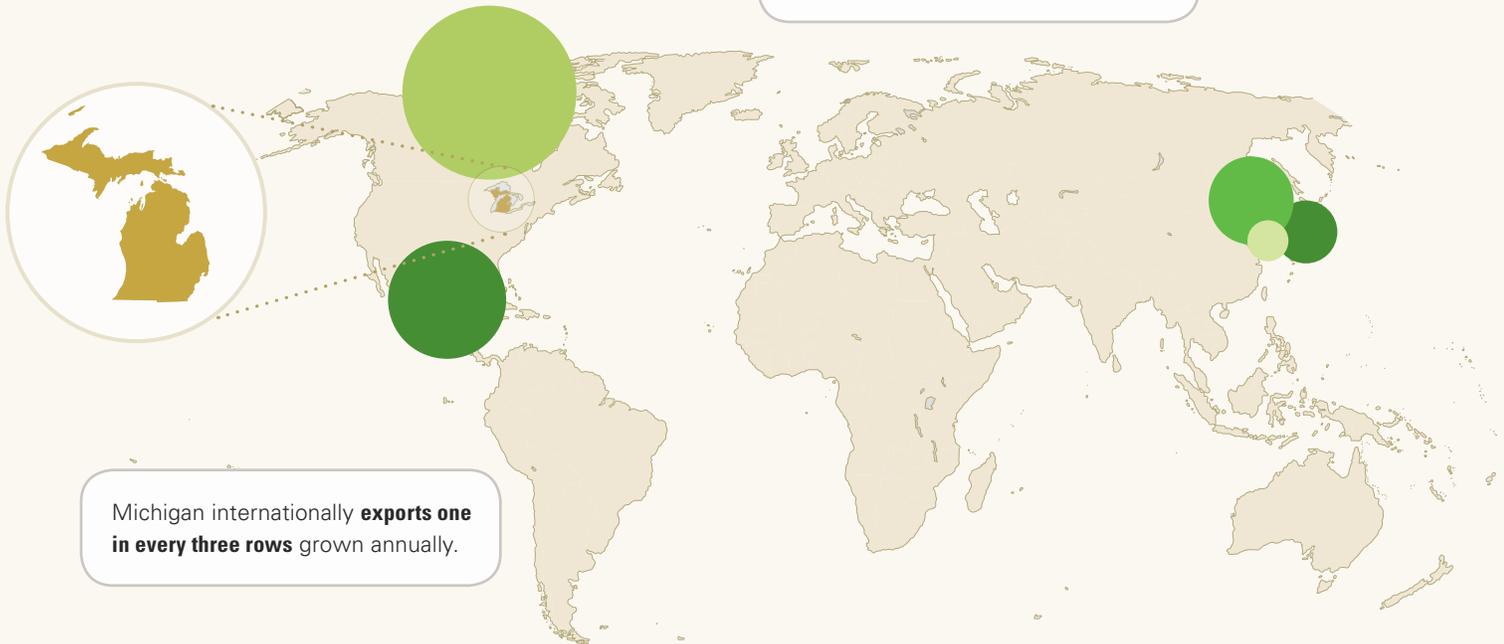


Trained Skilled Workforce

Michigan's well-trained workforce is backed by a strong commitment to education and workforce development through training and skills updating.

International Exports

Michigan's **top export markets** are Canada, Mexico, Japan, South Korea, and China.



Michigan internationally **exports one in every three rows** grown annually.

Agriculture exports from Michigan generated nearly **\$2.8 billion** in economic activity.

Agriculture exports help boost farm prices and income, while also supporting **over 23,985 jobs** both on and off the farm in food processing, storage, and transportation.

Top Exported Commodities

Estimates, 2011 Fiscal Year



Soybeans

Revenue:
\$477.1 Million



Corn

Revenue:
\$358.7 Million



Wheat

Revenue:
\$261.5 Million



Dairy Products

Revenue:
\$214.5 Million



Fruit

Revenue:
\$180.2 Million

Source: USDA/NASS-Michigan Field Office

Michigan Food Processing...

Employs more than 130,000 residents

Has 1,841 licensed food processors

Generates nearly \$25 billion in economic activity

Ranks 19th in the nation



Big State, Big Names

Hundreds of big-name companies are already reaping the benefits of Michigan. When will you join them?

The Andersons Grain & Ethanol Group
Awrey Bakeries
Ball Park
Better Made Snack Foods
Birds Eye Foods
Cargill Kitchen Solutions
Coca-Cola Bottling
Country Fresh
Chelsea Milling Co./Jiffy Mixes
Domino's Pizza
Garden Fresh Salsa
Gerber
Eden Foods
Hacienda Mexican Foods
Hausbeck Pickle
Heinz, U.S.A.

Herbruck Poultry Ranch
The Honeybaked Ham Company
Honee Bear Canning
JBS
Joseph Campbell Company
Keebler
Kellogg's
Kraft Foods
Kowalski Sausage
Leprino Foods
Little Caesars
Michigan Milk Producers Association
Michigan Turkey Producers
Michigan Sugar Company
Minute Maid
Melody Foods

Monsanto DeKalb Seed Plant
Pioneer Seed Plant
Pioneer Snacks
Post Foods
Purina Mills
Quality Dairy
Ralston Foods
Sara Lee Bakery
Vlasic Pickles
Welch's
Yoplait
Zeeland Farm Services
Zelenka Nursery
Zingerman's Bakehouse



www.michigan.gov/mdard

(800) 292-3939