LAKESHORE INDUSTRY CLUSTER INITIATIVE

Agriculture-Food Production Cluster

Co-chairs: Toni Sorenson (GreenStone Farm Services), Andy Barta (Rio Creek Feed Mill)

Initial Cluster Meeting Notes

November 2, 2012

Submitted by Connie Loden

In attendance: Toni Sorenson, Amanda Kleiber, Kristin Bell Abell, Sheila Schetter, Kenn Buzlow, Diane Lupke, David Eis, Peter Thillman, Tim Reis, Becky Eernise, Andy Barta, Sam Pearlman, Amy Kox, Connie Loden

I. What are notable areas of Agriculture - Iowa-as example
   a. Colorado Beef
   b. Peoria & No. Arkansas
   c. Cluster actvities
      i. Integrated cluster service
      ii. ACENet/Family Market Kitchen
      iii. Appalachian Sustainable Agriculture

II. What is unique to Lakeshore region
   a. Dramm Corp link to Manitowoc County
   b. Waste product management
   c. Dairy is above average in regards to linkages
      i. Increasing and growing in production
   d. University of Wisconsin Dairy Research Center-Great Resource
   e. LTC-Dairy Herd Management
      i. LTC Integrated with farms

III. Higher Education in Ag
   a. Dave Eis to look for UW Outreach Contact
   b. UW Manitowoc Co.—
      i. Silver Lake-Dave Eis go contact George Arnold
      ii. Connie will contact Charles Clark

IV. Add fruit and vegetable production to Ag production figures
   a. $6 bushel for corn, oats, alfalfa hay
   b. $14 bushel for soybeans, winter wheat

V. Yields up substantially but not value adding
   a. 2010 1.5 million bushels corn
   b. Door Counties numbers needed-Sam Pearlman will access
   c. Past 2 years bad for fruit production

VI. Sub-Sectors
   a. Value Added Fruit Products

   b. Sausages
   c. Cheese
   d. Beef Production
   e. Goat Products (meat, cheese)
   f. Organic (Dave has # of organic operations)
      i. Kevin Kilhow

VII. Challenges (Organic conversion is mostly to retain profitability for smaller farms)
   a. Weather
   b. Organic-enough land for larger production, more smaller farms
   c. Labor-300 Jobs available
   d. Lost 25% of crop land in past 30 years
   e. Price increases-particularly fertilizer
      i. Manure management (2 acres/cow)
      ii. Capital access

VIII. Opportunities
   a. Beef-Goat-Organic
   b. Value added increase
   c. Dairy growth another 30%-positive

IX. Benchmark of Ag production & Value Added
   a. Using Midwest comparisons vs. national
   b. How do we want to measure agriculture in this process
      i. Production from Ag land and what is conversion to value added?
      ii. What is not being value added?
      iii. Local ownership vs. Absentee ownership
      iv. Labor available
      v. Growing trends to capitalize on

X. Kenn sending Industry Production figures

XI. Dave will send organic farm information