

# *Agriculture & Food Manufacturing Industry Cluster Team*

Farm Market Kitchen  
Thursday, February 20, 2013  
10:30pm – 12:30pm

## **ViTAL Economy Alliance**

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# **THANK YOU!**

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Sturgeon Bay Utility Commission



- I. Welcome & Introductions
- II. Premise and objective of the meeting
- III. Lakeshore Fruits & Vegetables
- IV. Value chain discovery and opportunity analysis
- V. Conclusions, takeaways, additional analysis



## *Value Chain Analysis Session Objective*

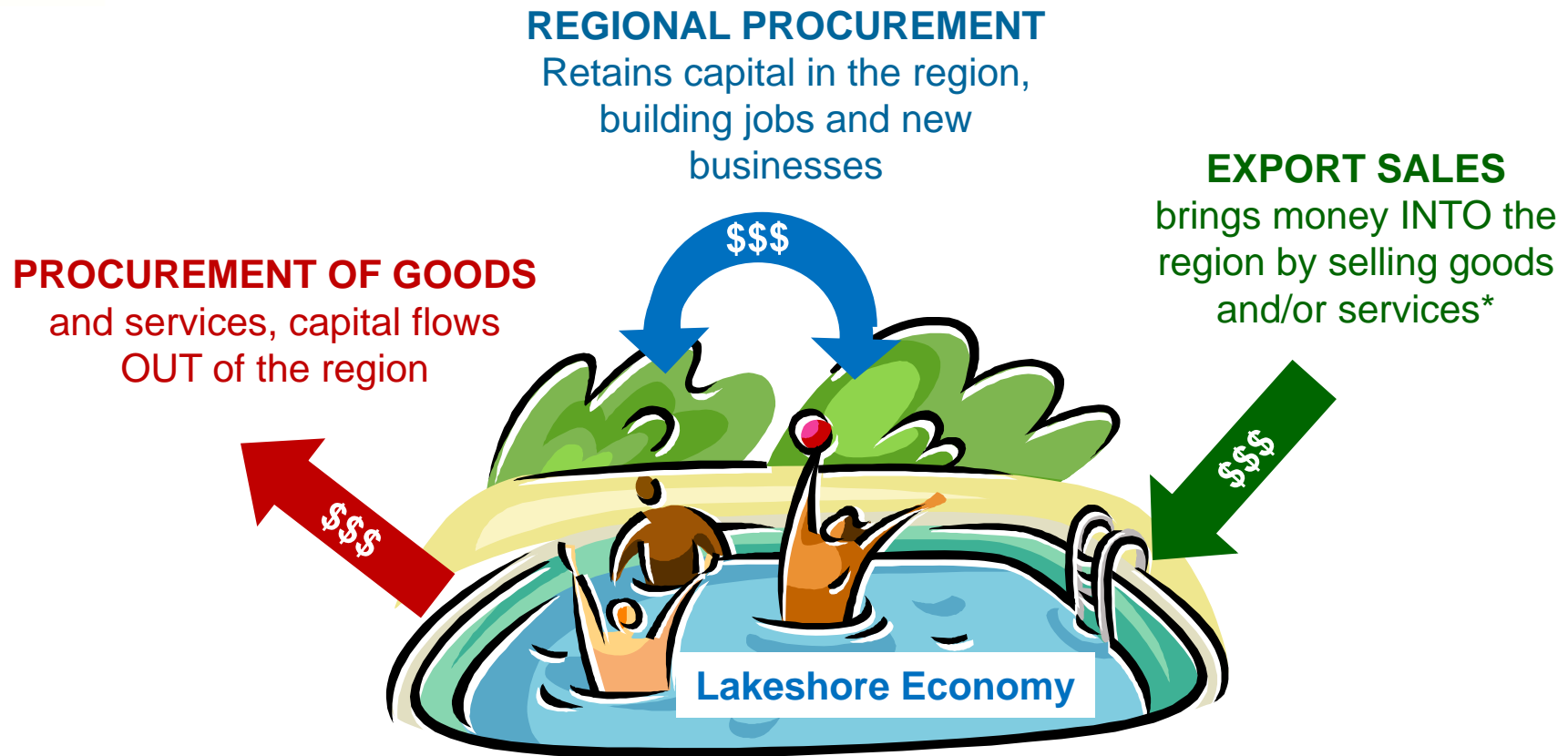
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1. Identify high value immediate opportunities that support the premise
2. Recognize the key relationships and product flows within a regional sub-sector value chain
3. Expand the knowledge of capacities and capabilities between large and small producers within a regional sub-sector
4. Enhance primary producers access and contacts with local suppliers
5. Produce a list of topics for additional research analysis and action
6. Gain a commitment by participants to follow-up and refine the value chain mapping
7. Initiate local ED professionals and industry representatives in value chain analysis

*Recognize new business opportunities for participants*



# Session Premise: Lakeshore Economic Swimming Pool!



***Investment Attraction Keeps Filling The Pool***  
***Shrinking the Value Chain adds Water to the Pool Raising Wealth for all Citizens***



# Session Premise: Shrink the Value Chain!

P



C

P=Producer & C=Customer

Friction is the cost of getting from P to C

P



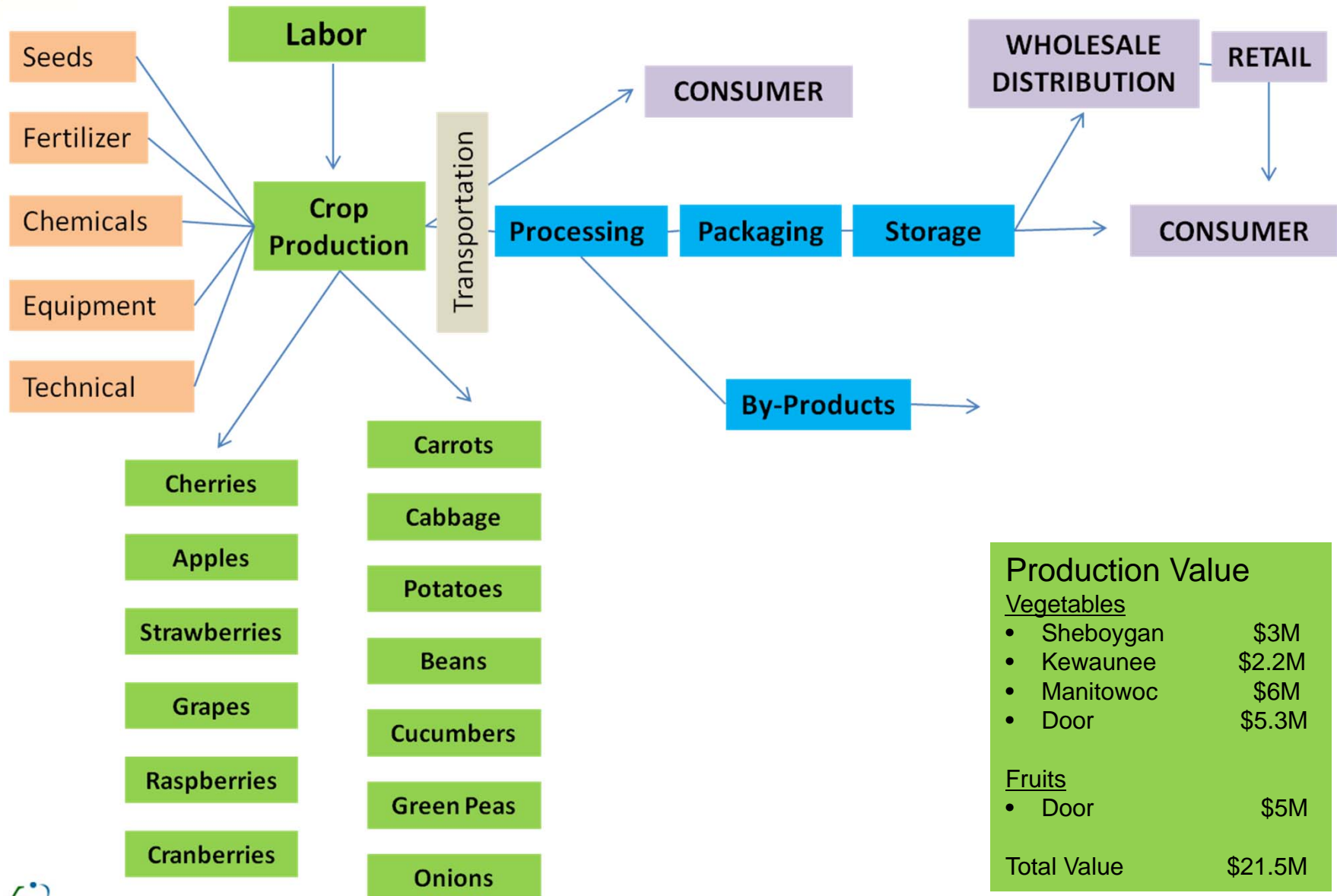
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Capture More of the Value Chain = Increased Economic Prosperity

1. Shrink the Value Chain
2. Bring more of the value chain components to the Lakeshore



# Regional Fruit & Vegetable Value Chain



Production Value	
<u>Vegetables</u>	
• Sheboygan	\$3M
• Kewaunee	\$2.2M
• Manitowoc	\$6M
• Door	\$5.3M
<u>Fruits</u>	
• Door	\$5M
<b>Total Value</b>	<b>\$21.5M</b>



## *Regional Fruit and Vegetable Value Chain Analysis Questions*

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- What is the most recent crop mix, production volume and prices?
- To what extent are supplies and services being source from **INSIDE** or **OUTSIDE** the region?
- What percent of local production is being processed in the region?
- What crops and volume is being sold directly to the consumer?
- What consumer demand is being unmet by local production?
- What percent of the local available fruit & vegetable crop land is being utilized? Micro-climate locations?





# *Conclusions, Takeaways & Additional Analysis*

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## Conclusions

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**For More Information visit:**  
[www.lakeshoreinitiative.webs.com](http://www.lakeshoreinitiative.webs.com)

**Linked In Group:**  
Lakeshore Industry Cluster Initiative

**Or contact:**  
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