



Food and Beverage Manufacturing

in Greater Jefferson County

thriveED.org

Greater Jefferson County • WI
THRIVE
Economic Development • It's Happening Here

Welcome to **JEFFERSON COUNTY**

We make things in Greater Jefferson County. We're home to companies that make items you know and love, including Johnsonville, Jones Dairy Farm, Nestle Purina and Palermo's Pizza. With world-class talent, strategic location and business-friendly infrastructure, Greater Jefferson County is the ideal home for food and beverage manufacturers.

Situated between Madison and Milwaukee, Greater Jefferson County offers easy access to industry-recognized training and education for those working in food, beverage and ingredient manufacturing.

We offer the best of Wisconsin living, high capacity utilities, easy access to transportation and a lower cost of doing business.

Thank you for the opportunity to share our community with you.

Deborah Reinbold

**President, Thrive Economic Development
Executive Director, Jefferson County Economic Development Consortium**

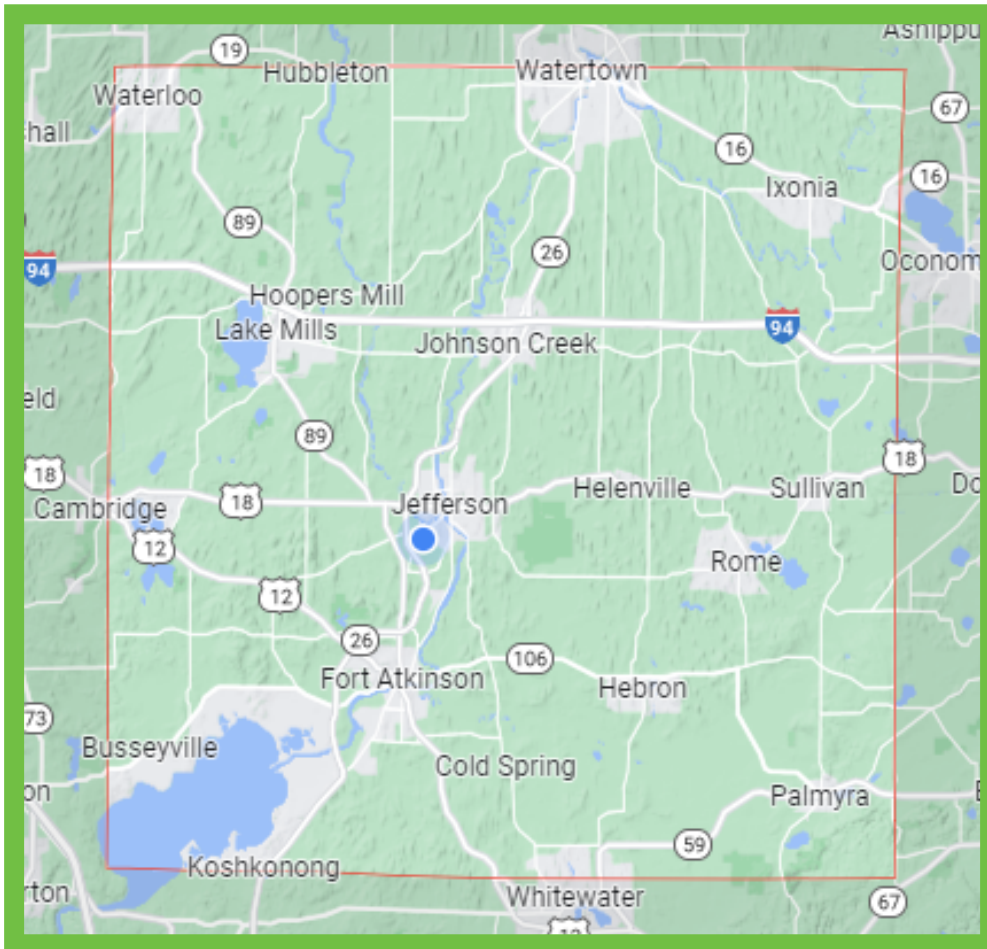
**deb@thriveED.org
920-674-8710**



ABOUT JEFFERSON COUNTY

Area **583 sq. mi**

County Seat **Jefferson**



Glacial River Bike Trail

Jefferson
County's 2%
growth rate
between 2020 -
2022 makes it
the 5th fastest
growing county
in the state.

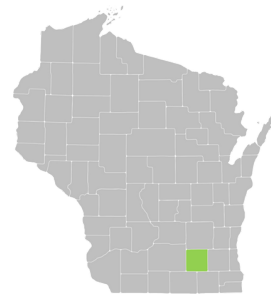
POPULATION

Population: 86,576

Median Age: 40.6

Households: 34,297

Median Household Income: \$70,410



LABOR FORCE PARTICIPATION RATE

JEFFERSON COUNTY LABOR

Total Labor Force: 46,138

Unemployment Rate: 2.4%

November 2023

JEFFERSON COUNTY LABOR BASIN

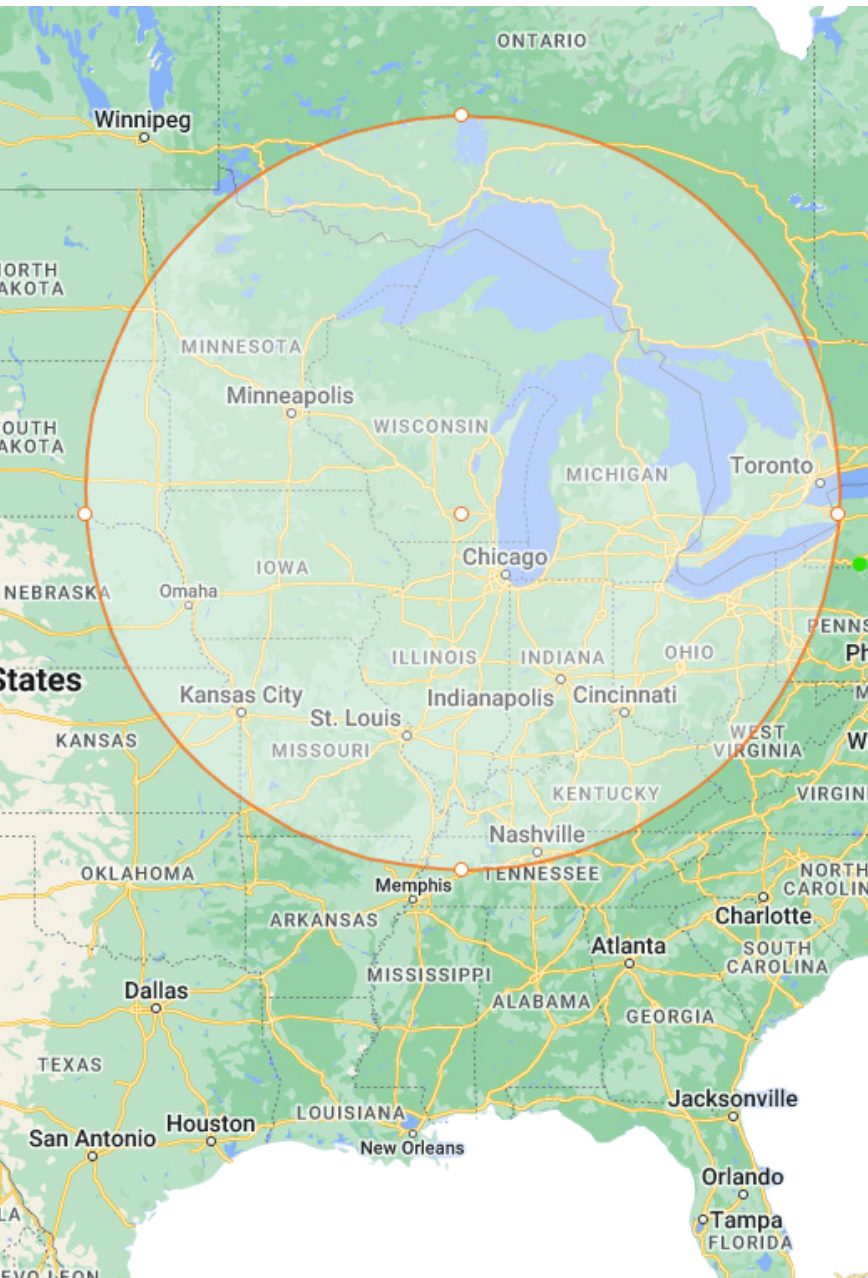
Population within 45 minute drive time: 1,334,165

Labor force within 45 minute drive time: 702,762

Households within 45 minute drive time: 562,354

2022
66.8%
Increase from
65.2% in 2020

FOOD & BEVERAGE MANUFACTURERS **THRIVE** IN GREATER JEFFERSON COUNTY



LOCATION

Greater Jefferson County offers an ideal location. A population of more than 75,000,000 is reachable within a 500 mile radius, and includes major markets such as Minneapolis, Milwaukee and Chicago.

INFRASTRUCTURE

With abundant business-friendly resources including air, rail, outstanding North-South and East-West highway systems and available sites and buildings, Greater Jefferson County offers connectivity and efficient logistics.

Food and beverage manufacturers also benefit from abundant municipal water and existing wastewater infrastructure critical to water-intensive industries.

WORKFORCE

Manufacturing is Greater Jefferson County's top industry, and food and beverage manufacturing is the largest sector.

10,574

MANUFACTURING -
AVERAGE MONTHLY
EMPLOYMENT

2,496

FAB - AVERAGE
MONTHLY
EMPLOYMENT

SPECIALIZED TRAINING

Situated between Madison and Milwaukee, Greater Jefferson County offers easy access to industry-recognized training and education for those working in food, beverage and ingredients manufacturing. A sampling is listed below.

Center for Dairy Research (Madison)

Offers short courses and customized training programs

Dep of Agriculture, Trade and Consumer Protection

Training offerings include:

Introduction to HACCP for Food Manufacturers

Food Manager Certification

Appointed Industry Tanker Inspector (ATI) Training

Latino Academy of Workforce Development

Offers training for different employment tracts

Dairy Farmers of Wisconsin

Artisanal and specialty trainings, as well as large-scale classes and advanced industry certifications

Food and Beverage (FaB) Wisconsin

FaBSafe Certificate - An industry-recognized annual basic food and beverage safety training certificate

UW-Madison College of Agricultural and Life Sciences

Sampling of degrees, majors & certificates available:

Agricultural & Applied Economics

Agricultural Business Management

Dairy Science

Food Science

Science of Fermented Food & Beverage



Palermo's Pizza
Jefferson



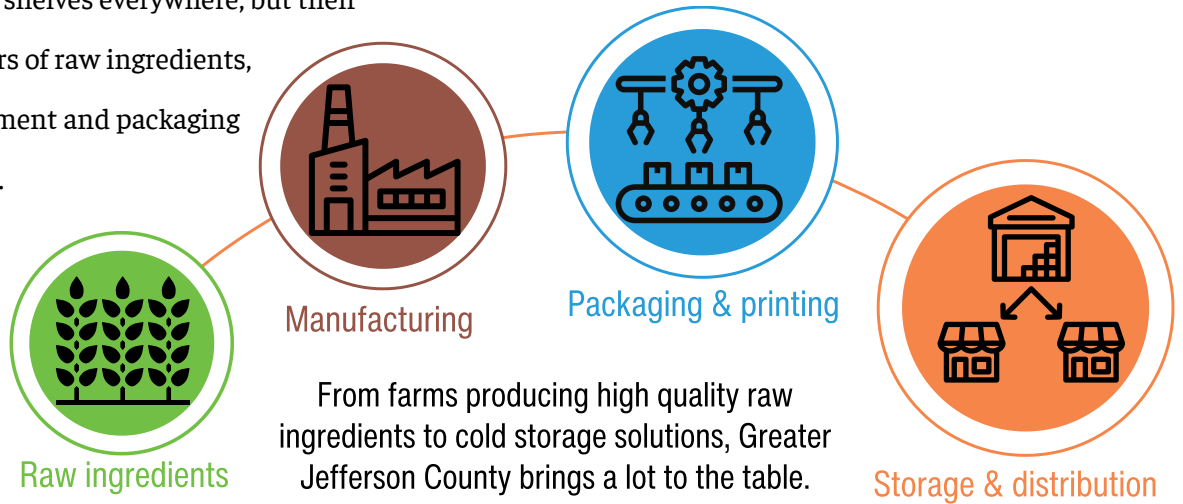
Nestle Purina
Jefferson



Hoard's Creamery
Fort Atkinson

A ROBUST & DIVERSE MANUFACTURING ECOSYSTEM

Greater Jefferson County is not only home to name brands found on grocery store shelves everywhere, but their suppliers too. Producers of raw ingredients, food processing equipment and packaging can also be found here.



KEY MANUFACTURING SECTORS

- Animal Processing
- Food Manufacturing
- Beverage Manufacturing
- Machinery Manufacturing
- Plastics Product Manufacturing
- Specialty Food Manufacturing
- FAB Industry Machinery Manufacturing



Palermo's Pizza expanded its operations into Jefferson County in 2023 and will produce an estimated 50 million frozen pizzas per year at the location.

FOOD AND BEVERAGE MANUFACTURING IN JEFFERSON COUNTY

Greater Jefferson County is home to not only name brands found on grocery store shelves everywhere, but their suppliers too. Ingredient, equipment and packaging manufacturers can also be found here. A sampling is listed below.

FOOD MANUFACTURERS



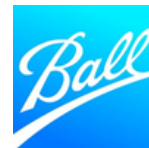
BEVERAGE MANUFACTURERS



INGREDIENTS AND FLAVORINGS



EQUIPMENT, PACKAGING AND DISTRIBUTION



AGRICULTURE AND FISHERIES



R&D/TECHNOLOGY



Thrive Economic Development is a non-profit 501(c)3 public-private organization created to promote the economic competitiveness of Greater Jefferson County by providing businesses with services to locate, expand or develop here. We help businesses and developers navigate local, regional, state and federal resources, as well as act as a liaison with local municipal leaders and regulatory authorities. ThriveED also assists in strategic initiatives across Greater Jefferson County that are focused on workforce development, infrastructure and quality of life.

photos
top Row L-R: Watertown, Fort Atkinson, Lake Mills
Middle Row L-R: Whitewater, Johnson Creek, Palmyra
Bottom Row L-R: Cambridge, Jefferson, Waterloo

CONTACT US

920-674-8711

thriveED.org

Greater Jefferson County • WI
THRIVE
Economic Development • It's Happening Here