

AGRICULTURE & FOOD PROCESSING



WISCONSIN IS #1 IN THE NATION FOR CRANBERRIES, WHEY, GINSING & SWEET CORN

CURRENT REGIONAL COMPANIES INCLUDE:



AGRICULTURE & FOOD PROCESSING

OUR MARKET

50%

Higher Location Quotient for this Industry Cluster

4%

Annual Graduates are in degrees supporting industry cluster

1,267

Students enrolled in a degree supporting this industry cluster

International companies such as Bush Brothers and Nestle Nutrition are already benefiting from the unique resources that Eau Claire offers. Supporting industries for this industry cluster thrive here, which means you don't have to look far for strategic partners. Five colleges and universities cultivate our educated labor pool, and the location is prime for national and world-wide distribution. Businesses in Eau Claire also enjoy Wisconsin's progressive tax policies - including Research and Development credits, and Manufacturing and Agriculture credits.

Discover more at www.eauclaire.wi.com/resrouces

QUICK DEMOGRAPHIC FACTS

164,570 Eau Claire MSA Population

33 Median Age of Resident in Eau Claire

5.1% Unemployment Rate (June 2014)

EDUCATED LABOR FORCE

113,773 Regional Labor Force

38% Have at least a Bachelor's degree

29,751 Students Enrolled for a degree in higher education

6,344 Students in higher education graduated in 2013

255 Graduated with a degree supporting this industry cluster

COST OF BUSINESS

Want more on how we compare? Learn more at www.eauclaire.wi.com/resources

UP TO
18%
LOWER

tax rate for non-manufacturing businesses

UP TO
94%
LOWER

tax rate for manufacturing businesses by 2016

AVERAGE
13%
LESS

Spent on labor costs

WISCONSIN MANUFACTURING TAX CREDIT

	Corporate Rate	Tax Credit	Adjusted Rate
2014	7.9%	3.75%	4.15%
2015	7.9%	5.526%	2.374%
2016 & beyond	7.9%	7.5%	.4%

LOWER TAX RATES

	Wisconsin	Minnesota	Illinois
Corporate Income	7.9%	9.8%	9.5%
Individual Income	4.6% - 7.75%	5.35% - 9.85%	5% flat rate
Sales & Use			
State	5%	6.875%	6.25%
Average Local Rate	0.43%	0.31%	1.91%
Eau Claire's Rate	0.5%		
Unemployment Compensation			
Base	\$14,000	\$29,000	\$12,900
Earned Rate	.27% - 9.8%	.67% - 10.81%	.55% - 8.95%
New Employer Rate	3.60%	3.57%	4.35%

In addition to lower tax rates, Wisconsin is a single-sales factor state, and has a 30% exclusion for long-term capital gains.

AFFORDABLE LABOR COSTS

	EAU CLAIRE, WI	MADISON, WI	MINNEAPOLIS, MN	CHICAGO, IL	DALLAS, TX	SAN JOSE, CA
General & Operations Managers (11-1021)	\$93,310	\$109,620	\$113,150	\$109,010	\$131,180	\$148,930
Human Resources Specialists(13-1071)	\$52,240	\$54,850	\$57,410	\$61,660	\$66,710	\$83,720
Industrial Production Managers (11-3051)	\$103,270	\$95,110	\$103,790	\$96,100	\$97,910	\$128,720
First-Line Supervisors of Production & Operating Workers (51-1011)	\$50,480	\$57,540	\$59,020	\$58,660	\$56,970	\$62,380
Food Batchmakers (51-3092)	\$36,840	\$33,620	\$31,760	\$29,390	\$21,900	\$24,900
Mixing & Blending Machine Setters, Operators & Tenders (51-9023)	\$35,040	\$36,220	\$43,280	\$36,550	\$33,850	\$41,820
Inspectors, Testers, Sorters, Samplers & Weighers (51-9061)	\$37,220	\$36,670	\$39,440	\$36,800	\$37,830	\$45,600
Packaging & Filling Machine Operators & Tenders (51-9111)	\$24,710	\$26,620	\$29,570	\$27,420	\$26,120	\$29,280

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CRITICAL ASSETS

TOP 10 WISCONSIN AGRICULTURAL EXPORTS

Source: Wisconsin Department of Agriculture, Trade & Consumer Protection, 2013

	Product	Value
1	Dairy (including eggs & honey)	\$399 million
2	Miscellaneous food such as sauces & yeasts	\$315 million
3	Beverages, which includes ethanol	\$300 million
4	Cereal grains	\$240 million
5	Baking related (includes flours & starches)	\$266 million
6	Raw hides & skins, not including fur skins	\$206 million
7	Preserved food (includes canned & frozen fruits/vegetables)	\$194 million
8	Prepared meat & fish	\$182 million
9	Raw fur skins	\$176 million
10	Food waste & animal feed	\$146 million

SOME SUPPORTING LOCAL DEGREES

- Agriscience Technician
- Farm Business & Production Mgmt.
- Food & Nutritional Science
- Food Science & Technology
- Operations & Supply Management
- Packaging
- Supply Chain Management

WISCONSIN IS IN THE LEAD

Source: Wisconsin Department of Agriculture, Trade & Consumer Protection, 2013

In 2013, Wisconsin led the nation in the export of:

Cranberries (prepared or preserved)	\$52 Million
Whey	\$158 Million
Ginseng roots (fresh or dried)	\$38 Million
Sweet Corn	\$47 Million

LOCATION & ACCESSABILITY

The Eau Claire area is close to major metros:

83 miles to Minneapolis/St. Paul
178 miles to Madison
193 miles to Green Bay
245 miles to Milwaukee
317 miles to Chicago

AIRPORT ACCESS

One regional airport with daily outgoing and incoming flights to Chicago [ORD], access to an international airport [MSP], and Charter jet service.



LIFESTYLE

Want more on how we compare? Learn more at www.eauclaire.wi.com/resources

#4

IN NATION

For work/life balance
(Forbes, 2014)

TOP 10

IN NATION

Eau Claire is a 2014 winner in the All-America City Awards
(National Civic League)

TOP 15

IN NATION

Eau Claire is one of the Most Secure Small Towns in the Nation
(Farmer's Insurance, 2011)

38%

Lower housing costs compared to National Average
(Sperling's Best Places)

10%

Overall Lower Cost of Living when compared to National Average
(Sperling's Best Places)

25%

Lower Crime Rate based on National Average
(Sperling's Best Places)

LOW COST, HIGH QUALITY LIFE

\$46,746 Median Household Income

\$142,900 Median Selling price for a home in Eau Claire

\$185,154 Average listing cost for a 4-bed, 2 full bath home

23.2 Average ACT score for Eau Claire- 9% higher than national average

YEAR-ROUND RECREATION

- Biking & Hiking Trails
- Biking Events
- Canoeing & Swimming
- Concert Series & Live Theater
- Cross Country/Downhill Skiing
- Fairs, Festivals & Carnivals
- Farmer's Market
- Fishing
- Museums & Art Galleries
- Music Festivals
- Open Mic & Comedy Nights
- Parks
- Running Marathons
- Snowshoeing & Ice Skating



Eau Claire Area Economic Development Corporation
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Discover more about the Eau Claire Area online at
www.eauclaire-wi.com