FOOD PROCESSING & AGribusiness

MISSION
The Right Place is the economic development organization that drives current and long-term economic prosperity in West Michigan.

VISION
Building on three decades of knowledge and experience in understanding the opportunities and challenges affecting the West Michigan economy, The Right Place, Inc. develops and implements comprehensive strategies to retain, expand, and attract businesses vital to the region’s long-term health. These strategies include marketing the region globally, connecting area businesses to national and international resources, identifying emerging growth opportunities, and strengthening the global competitiveness and innovation of area firms. Through these and other activities, The Right Place is fostering an environment of sustainable economic growth, high-quality employment and wealth creation for the West Michigan economy.
THE WEST MICHIGAN ADVANTAGE

Water, wastewater treatment, agricultural supply chain, manufacturing, and R&D—the building blocks of the food processing industry. West Michigan has them all.

Today’s West Michigan farmers and food processors work in partnership with the region’s industrial manufacturing base. Working side-by-side, the metro region’s agri-food industry has grown to a $1.5 billion annual market value, placing it firmly in the top 25 percent of U.S. peer regions in terms of overall production and output.
WATER & WASTEWATER

Michigan is surrounded by over 9,679 miles of freshwater shoreline and borders four of the five Great Lakes. West Michigan is also fortunate to have several large scale wastewater treatment facilities with excess capacity throughout the region. In Grand Rapids alone, the municipal wastewater system offers over 10 million gallons per day (MGD) in excess capacity, ideal for food processing and other industries with high wastewater flow.

AG SUPPLY CHAIN

West Michigan’s agribusiness sector produces one-third of Michigan’s total agricultural sales, contributing to $1.5 billion to the regional economy. The sector is among the most productive and diverse regions in a state that is second only to California in its agricultural diversity.

RESEARCH & DEVELOPMENT

The Michigan State University Product Center was established to improve economic opportunities in the Michigan agriculture, food and natural resource sectors. The Product Center provides assistance in developing and commercializing high value, consumer-responsive products and businesses in the agriculture and natural resource sectors. The Center is your key to the front door of MSU’s vast and varied technical expertise, research, outreach, and educational services.

MANUFACTURING CAPABILITY

West Michigan is home to one of the nation’s largest and most extensive manufacturing sectors. If you can dream it, we can make it. The region hosts industry leaders in metals, plastics, biopharmaceuticals, medical devices, production technology, automotive, office furniture and food processing.
RAW MATERIALS FOR GROWTH

Michigan’s agribusiness industry has been feeding the U.S. for over 150 years. And although today, the state is more known for autos than asparagus, West Michigan still produces some of the most diverse crops and food products in the nation.

West Michigan is a major regional contributor to the state’s #2 national ranking in agricultural diversity which includes:

• #1 in blueberries (100+ million pounds in 2016)
• #1 in tart cherries (75% of all tart cherries in U.S. come from Michigan)
• #1 in pickling cucumbers (97 million pounds annually)
• #1 in dry beans (250,000 tons of edible beans in 2015)
• #1 in greenhouses/flowers ($405 million annually)
• #2 in apples (31 million bushels in 2016)
• #2 in asparagus (20 million pounds in 2016)
• #6 in milk (11 billion lbs. of milk in 2016)
WEST MICHIGAN FOOD PROCESSING

HUNGRY FOR MICHIGAN FOOD PRODUCTS

The world is hungry for Michigan food products, and West Michigan is positioned to deliver. The region is within 500 miles of half the U.S. and Canadian markets. West Michigan is home some of the largest food brands and contract food manufacturers in the country.

<table>
<thead>
<tr>
<th>NAICS</th>
<th>Description</th>
<th>2017 Jobs</th>
<th>2017 Establishments</th>
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<tbody>
<tr>
<td>3118</td>
<td>Bakeries and Tortilla Manufacturing</td>
<td>3,142</td>
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<tr>
<td>3121</td>
<td>Beverage Manufacturing</td>
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<td>Other Food Manufacturing</td>
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<td>3116</td>
<td>Animal Slaughtering and Processing</td>
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<tr>
<td>3114</td>
<td>Fruit/Vegetable Food Manufacturing</td>
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<td>Dairy Product Manufacturing</td>
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<td>Sugar Product Manufacturing</td>
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<td>3112</td>
<td>Grain and Oilseed Milling</td>
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</tbody>
</table>

FOOD PROCESSORS COUNCIL

The Food Processors Council (FPC) is a 13-county, regional initiative to promote collaboration and shared learning among the area’s leading processors. The FPC is comprised of 15-25 progressive West Michigan food processors that meet on a regular schedule to share best practices, provide facility tours, and problem solve together as a collaborative group.

FOOD SAFETY AND QUALITY EXPERTISE

In West Michigan, food processors turn to the Michigan Manufacturing Technology Center (MMTC) for assistance with food safety management systems (FSMS/FSMA), process efficiency, and compliance. MMTC provides the tools and expertise to find the right balance of safety, quality, and efficiency.

The above information includes industry data from the following categories:
Food Manufacturing (NAICS 311)
Beverage and Tobacco Product Manufacturing (NAICS 312)

Data Source: Economic Modeling Specialists Internationals (EMSI)
West Michigan’s water use strategy is about access and innovation. Drawing from the world’s largest supply of fresh water in the Great Lakes, West Michigan’s food processors have access to abundant freshwater resources. But, we don’t stop there.

**GRAND RAPIDS FRESHWATER SYSTEM**

**CAPACITY**
- PSI Pressure: Ranges from 35-85 PSI, with the majority of the service area at 55-75 PSI.
- Total System Capacity: 135 MGD (million gal./day)
- Available Capacity: 15 MGD with additional 30 MGD without system modifications.

**CHARGES**
- Average Water Charge: $1.90/100 cubicfeet (748 gal.)

**GRAND RAPIDS WASTEWATER SYSTEM**

**CAPACITY**
- Average Daily Flow: 40 MGD (million gal./day)
- Total System Capacity: 61.1 MGD
- Available Capacity: 21 MGD
- BOD Capacity: 60,000 lbs. per day in BOD capacity immediately available.

**CHARGES**
- Average Sewer Charge: $3.34/100 cubic feet (748 gal.)

**TRANSPORTATION**

With affordable easy access to most major markets and a robust infrastructure, West Michigan is an attractive location for food companies of all sizes.

**RAIL**

As the country’s 12th largest rail system, Michigan is well served by regional hubs in Grand Rapids and Detroit and supported by an infrastructure detailed in our State Rail Plan. Michigan’s current Class I railroads include:

- Canadian National/Grand Trunk
- Norfolk Southern Railway
- CSX Transportation
- Canadian Pacific Railway/Soo Line

**AIR**

Cargo airlines servicing The Gerald R. Ford International Airport transport more than 40,000 tons of air cargo annually. Additionally, five passenger airlines, including Allegiant Air, American Airlines, Delta Air Lines, Southwest Airlines, and United Airlines provide 120 daily nonstop flights to 24 major market destinations every day.

**DEEP WATER PORTS**

The Great Lakes can be reached via the St. Lawrence Seaway and the U.S. Inland Waterway system of rivers. The West Michigan Port Operators port sites on the shores of West Michigan are positioned to connect Michigan Highway and Railroad infrastructure to this waterway system, making these ports ideal candidates for food transportation and processing.
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