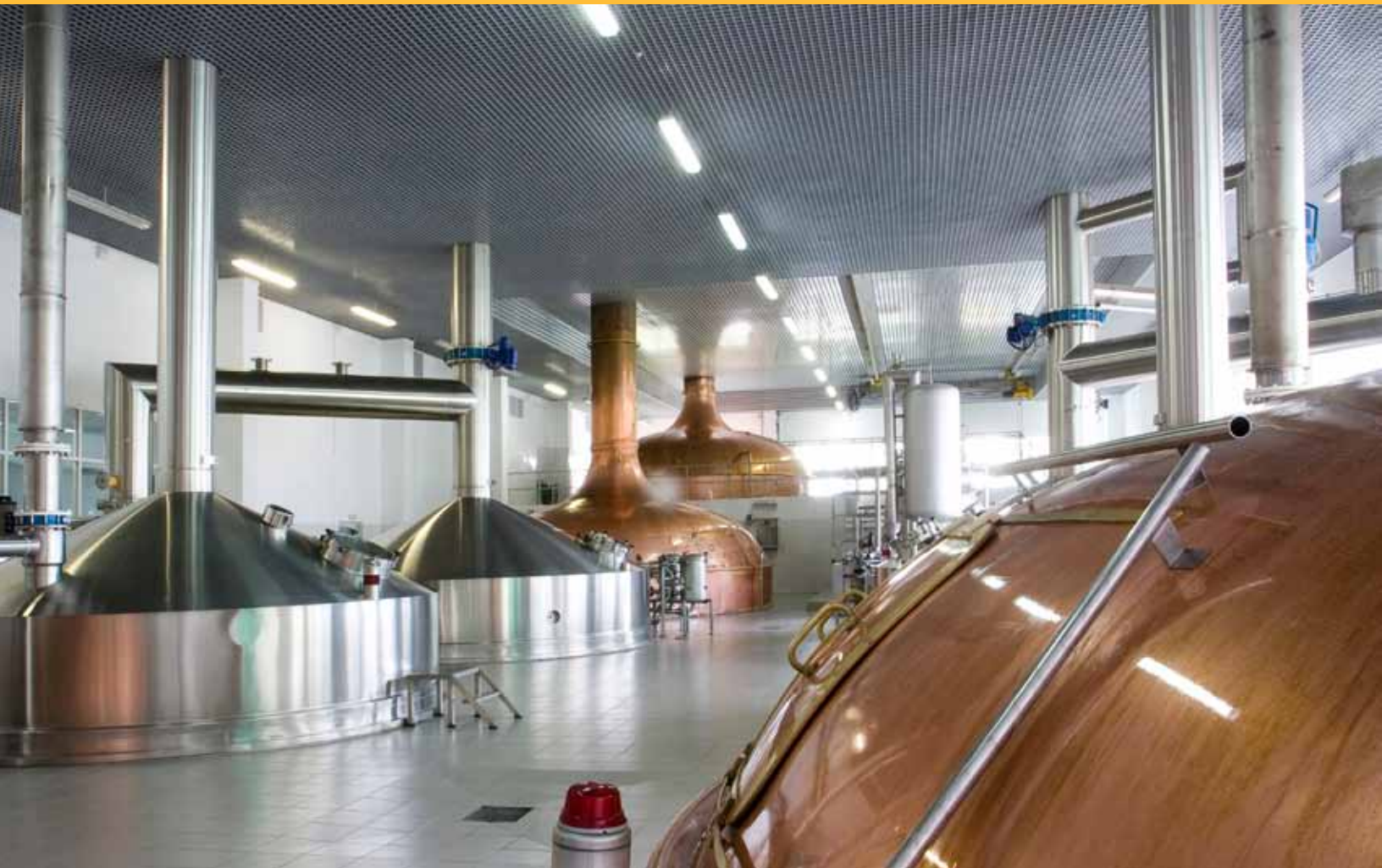


West Michigan



One of the fastest growing food processing communities in the United States



\$1.5

**BILLION
ANNUAL REGIONAL
MARKET VALUE**

20%

**OF WORLD'S FRESH
WATER**

8,000

REGIONAL FARMS

1

**MILLION
ACRES OF HARVESTED
CROP LAND**

Why West Michigan?

Abundant natural resources, a diverse supply chain, skilled labor, and a regulation-friendly business environment. It's why global companies like Nestlé, ConAgra Foods, and the Kellogg Company have chosen West Michigan. And it's why West Michigan is the ideal location for your next company expansion.

Contributing more than \$1.5 billion to the regional economy, West Michigan's agricultural and food processing clusters are among the top 25 percent of their U.S. peers in terms of overall production. Surrounded by 20 percent of the world's fresh water, West Michigan's food processing companies have the resources and support they need to grow and succeed.

- 8,000 regional farms on nearly 1.2 million acres of land
- One-third of Michigan's total agricultural sales
- Access to deepwater ports, freight rail, and major highways
- 2,600 regional jobs in the agribusiness sector
- Home to global brands like Gerber, Kellogg Company, Butterball Farms, and ConAgra Foods



By the Numbers

Agricultural Revenues

	Revenue
Total Market Value	\$1,471,312,000
Total Crop Sales	\$671,051,000
Total Livestock Sales	\$800,261,000

Agricultural Land

Total Number of Farms	8,062
Total Farmland	1,235,449 Acres
Number of Farms Using Organic Production	99
Cropland in Organic Production	2,717 Acres
Cropland in Transition to Organic	2,295 Acres
Area of Greenhouse/Nursery Operations	18,657,908 sq. ft.

Locally Important Products

	Description	Revenue
Poultry and Eggs	588 Operations	\$93,736,000
Turkeys	1,200,00+ Animals	----
Nursery, Greenhouse, Floriculture, and Sod	----	\$193,409,000
Berries	6826 Acres	----
Apples	9325 Acres	----
Cattle	720 Operations	----
Bee Colonies	2885	----
Sheep and Goats	134 Operations	\$3,956,000
Hogs and Pigs	103 Operations	\$90,999,000

Processing and Warehousing

Wholesale Food Processing Plants	241
Food Warehouses	155
Controlled Atmosphere Storage Facilities	50
Dairy Processing Plants	15
Dairy Warehouse, Transfer, and Truck Cleaning Facilities	2
Slaughter Facilities	10
Meat Processing Facilities	3
Rendering Facilities	0
Commercial Feed Manufacturing Facilities	76
Livestock Markets/Buying Stations	3

Key Michigan Products

Product	Acres/Farms	Revenue
Corn, Soy, and Wheat	601,633 Acres	\$176,512,000
Vegetables	23,644 Acres	\$55,282,000
Fruit and Tree Nuts	33,170 Acres	\$153,505,000
Dairy Farms	403 Farms	\$296,649,424

Retailing and Distribution

Food Service Establishments	4842
Retail Food Establishments	1571
Farm Markets	26
U-Pick Farms	31



Business Incentives

Michigan's new package of business incentive programs are designed to make Michigan the destination of choice for expanding businesses in the U.S. The new economic development and community revitalization programs provide \$100 million in incentives for highly competitive projects in the state. Michigan has also lowered its business tax to a flat 6%, making the state's new tax policy one of the most competitive in the U.S.

MICHIGAN BUSINESS DEVELOPMENT PROGRAM

The Michigan Business Development Program provides funding to qualified companies making a new investment and creating new jobs in Michigan. Funding will be available in the form of a grant, loan, or other economic assistance and the disbursement of funding will be based on an agreement.

Food Safety

West Michigan, state and local support agencies are providing the tools and expertise to find the right balance of safety, quality, and efficiency. We understand the ever-complex food quality regulations and can help your company develop, achieve, and maintain standards that meet the needs of your business and your customers. We can assist with ISO 22000:2005, SQF (Safe Quality Food) Standards, HACCP (Hazard Analysis and Critical Control Points) guidelines, BRC Global Standards, and more.

Notable Regional Companies

- Amway Corporation
- ConAgra Foods
- General Mills Inc.
- Gerber Products Company/Nestlé
- H.J. Heinz Company
- Kellogg Company
- Mead Johnson Nutrition
- Sara Lee Corporation

MICHIGAN STATE UNIVERSITY RESEARCH PARTNERSHIPS

Researchers at Michigan State University study the biochemical and physical properties of food to assure its safety and develop policies and procedures to help ensure the world's food supply.

Engaging faculty, students, and industry partners in innovative programs around the world, MSU is a center for excellence in global agrifood systems development, value chains for food and agricultural exports, international biotechnology and biosafety, sustainable management systems, and international extension programs.



Logistics

Highways: An extensive system connects Greater Grand Rapids to major cities and transportation hubs throughout the Upper Midwest. Drive distances/times include:

- Detroit, MI: 154 miles / 2:50
- Chicago, IL: 175 miles / 2:48
- Cleveland, OH: 307 miles / 4:43
- Columbus, OH: 336 miles / 5:38
- Dayton, OH: 301 miles / 5:08
- Indianapolis, IN: 290 miles / 4:38
- Milwaukee, WI: 265 miles / 4:16
- St. Louis, MO: 442 miles / 7:00
- Toledo, OH: 197 miles / 2:56
- Toronto, Canada: 583 miles / 5:52

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, and the 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, eight passenger airlines, including AirTran Airways, Frontier Airlines, Air Canada, Allegiant Air, American Airlines, Continental Airlines, Delta Air Lines, and United Airlines provide 130 scheduled nonstop flights to 25 major market destinations everyday.

Deep Water Ports: The Great Lakes can be reached via the St. Lawrence Seaway and the U.S. Inland Waterway system of rivers. When connected, the complete system offers a marine highway through the heartland of the United States, providing access to population centers and manufacturing sites from the Gulf of Mexico to the Atlantic Coast. The West Michigan Port Operators port sites on the shores of West Michigan are positioned to connect Michigan Highway and Railroad infrastructure to this marine highway system, making these ports ideal candidates for manufacturing and food processing.

Infrastructure & Utilities



WATER: Bordered by four of the five Great Lakes, Michigan has access to more than 5,000 cubic miles of fresh water bordered by more than 9,000 miles of shoreline. These "inland seas" provide water for residents, water-dependent industries, shipping, and recreation.

WASTEWATER: West Michigan is fortunate to have several large scale wastewater treatment facilities with excess capacity throughout the region. In Grand Rapids alone, residents and businesses have access to over 61.1 million gallons per day (MGD) with over 10 MGD excess capacity, ideal for food processing and other industries with high wastewater discharge/flow.

Commercial and Industrial Energy: Michigan is one of the leading states to support electric customer choice. With an average cost per kilowatt hour of \$0.94, compared to the national average of \$0.95, we are an economical choice for businesses.

Quality of Life

Live and work in West Michigan. A growing economy, outstanding healthcare, low cost of living, award-winning schools, and diverse cultural options are just a few reasons why people choose West Michigan. Our region has a vibrant, big-city feel in Grand Rapids while retaining smaller-city charm in its neighborhoods, boutique shopping areas, and tree-lined streets—all combined in a virtual playground of arts and culture and natural beauty.

ARTS AND CULTURE

In addition to traditional museums with substantial collections, West Michigan has a lively underground fine arts scene, with galleries in downtown Grand Rapids and several other communities. We also have a vibrant performing arts community, anchored by three well-regarded regional theatres and several other more specialized companies bringing productions to inspire audiences virtually every weekend.

ENTERTAINMENT

West Michigan people know how to have fun. With the scenic Lake Michigan beaches, plenty of wooded parks, smaller lakes, and rivers and trails, our region offers an unparalleled variety of seasonal outdoor activities.

And more than 1.5 million people attend museums, galleries, theatres, sporting events, and live performances every year. Before and after, they dine in gourmet, ethnic, and casual restaurants and populate the varied nightclubs, neighborhood pubs, and wine bars located in downtown Grand Rapids and in virtually every community in the region.



GREEN AND SUSTAINABLE

In keeping with our long tradition of caring about the community's future, West Michigan has become a national leader in sustainability. A full 11 percent of all LEED-certified buildings can be found in the Grand Rapids area, more than any other city in the nation. From the Grand Rapids Art Museum, the first LEED-certified art museum in the world, to the countless new buildings that have been designed using green principles, our communities are leading the Green Wave.

NEIGHBORHOOD LIVING

Historic districts with spacious, high-ceilinged apartments. Hip, low-maintenance downtown and beachfront condos. Comfortable, family-sized homes in walkable neighborhoods with great schools. West Michigan has affordable, attractive housing options for everyone. With dozens of distinct and colorful neighborhoods to choose from, residents can easily find housing to match their lifestyle.

For more information on living and working in West Michigan, visit the "Live and Work" area of our website at www.rightplace.org.



About The Right Place

Serving West Michigan since 1985, The Right Place, Inc. is a regional non-profit economic development organization. Our mission is to promote wealth creation and economic growth in the areas of quality employment, productivity, and innovation in West Michigan.

Staffed by a team of economic development and business professionals with more than 150 years of combined experience, we lead business retention, expansion, and attraction efforts throughout West Michigan.

The Right Place is dedicated to being a central resource for West Michigan businesses. We offer a wide array of services, including:

- Confidential site location searches
- Guidance on local and state incentive programs and services
- Access to financial assistance providers and potential partners or customers
- Access to workforce development and training resources
- Enterprise development programs and services
- Opportunities to meet, network, and collaborate with peers in the West Michigan business community as well as regional and national business leaders

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