



Agribusinesses Highlighted in *Growing Wisconsin Magazine*

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Contact Jim Dick, Communications Director, 608-224-5020, jim.dick@wi.gov

MADISON – The *Growing Wisconsin* magazine is back and this year we are showcasing agriculture related businesses in the state. The Department of Agriculture, Trade and Consumer Protection (DATCP) is excited to present this 84-page full color publication as a way to connect readers with our state’s agricultural community.

“When you think about Wisconsin agriculture, you naturally think about the nearly 70,000 farms and the farmers who own and work those farms”, said DATCP Secretary Ben Brancel. “But what many people may not realize is that Wisconsin is also home to hundreds of food processors, cheese makers, farm equipment manufacturers, wood products companies and other agribusinesses that help contribute \$88 billion to Wisconsin’s economy. That’s what this magazine is about.”

The *Growing Wisconsin* magazine includes stories about family-owned businesses carrying on the traditions of generations past but taking advantage of new technologies and educational opportunities that help keep their businesses thriving. You will read how Wisconsin’s agricultural infrastructure helps generate jobs and encourages investment and growth.

This privately funded publication also highlights the research going on at state university campuses that inspires innovation. You will read about the opportunities available to the youth of our state, the future of Wisconsin’s agriculture, and you will also learn about the work DATCP’s Food Safety division is doing to ensure a safe and healthy food supply.

The *Growing Wisconsin* magazine will be distributed, free of charge, to public places around the state such as doctors’ offices, veterinarian clinics, chambers of commerce and libraries. Copies will also be available in the lobby of DATCP, 2811 Agriculture Drive, Madison. The goal is to educate rural and urban communities alike about the impact agriculture has on all our lives.

Look for the magazine near you or read the digital version of *Growing Wisconsin* by going to www.wiagriculture.com. Share the link and help tell the story of Wisconsin agriculture to the state, country and the world.

You can order magazines to distribute through your organizations, group functions or to your family and friends by contacting Jim Dick, DATCP’s Communications Director, at 608-224-5020 or jim.dick@wi.gov.

It’s all about *Growing Wisconsin*.

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