

# History of the Processing Industry

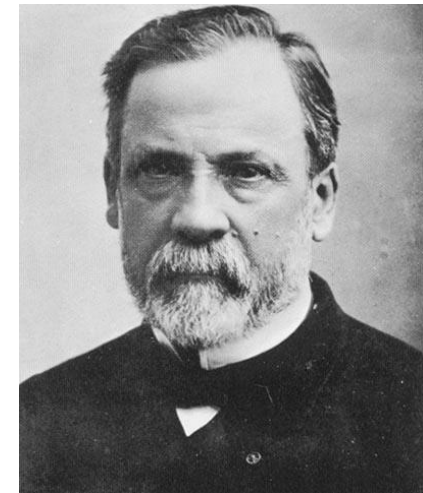


1795: 12,000 Francs



**Nicolas Appert (1809)**

**Peter Durand 1810**



**Louis Pasteur 1864**

# History of the Processing Industry

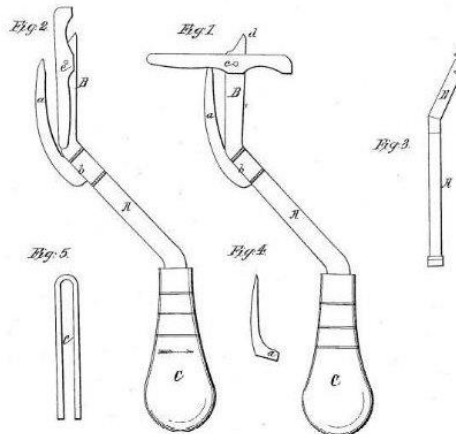


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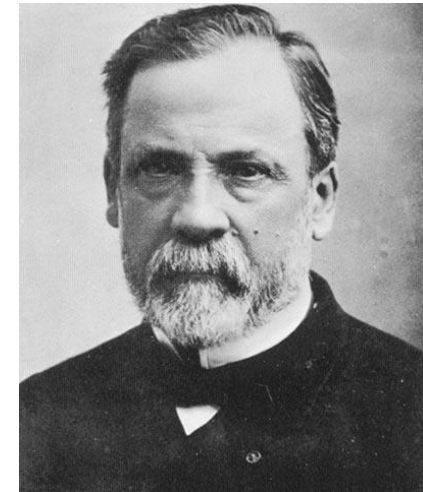
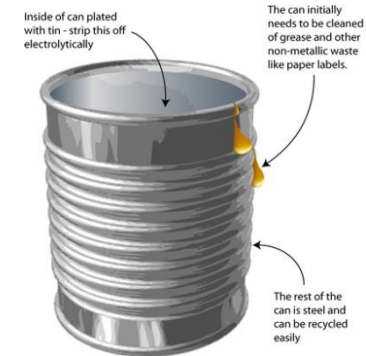
**Nicolas Appert (1809)**

*E.J. Warner,  
Can Opener,  
No. 19,063,  
Patented Jan. 5, 1858.*



1858

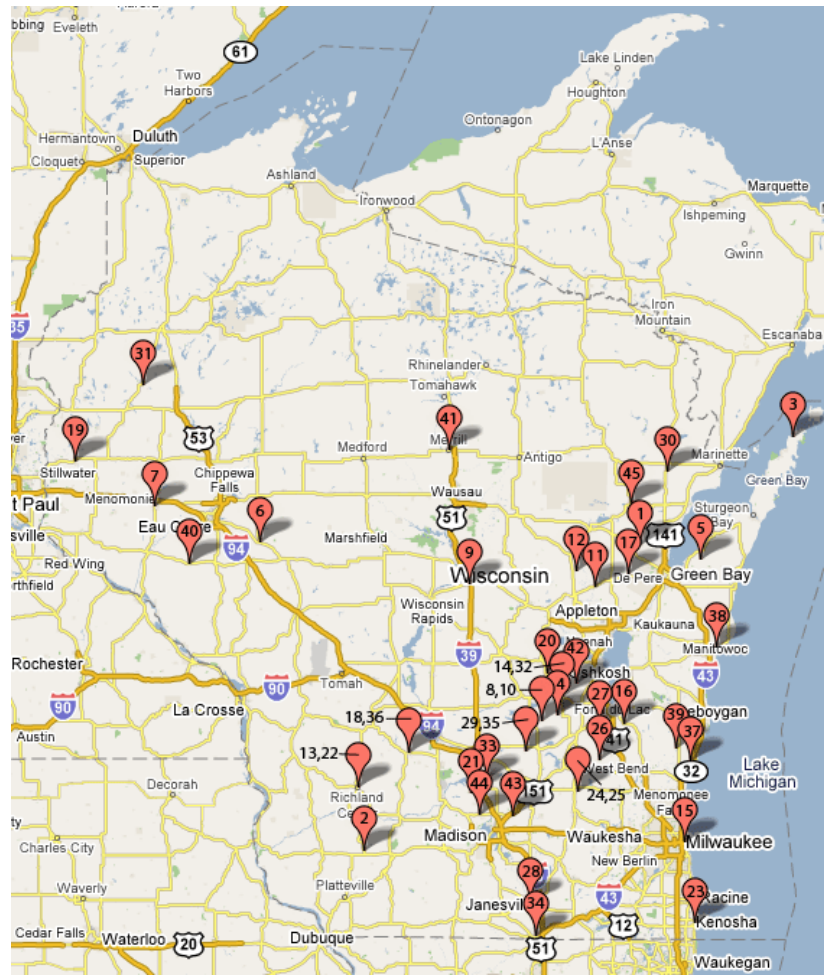
Peter Durand 1810



Louis Pasteur 1864



- In 1887 Albert Landreth built the first Wisconsin canning plant in Manitowoc.
- By 1948 over 150 canneries in Wisconsin





Cambria, WI  
1947

1912







# Strengths & Benefits

**Total Impact of Specialty Crop  
Production and Processing<sup>1</sup> Industries in Wisconsin**  
*(Economic activity in \$ millions per year)*

	<b>Total Economic Activity</b>	<b>Total Jobs</b>
<b>Vegetable &amp; Fruit Production</b>	<b>\$1,054</b>	<b>7,567</b>
Potatoes	\$407	2,922
Vegetables	\$348	2,497
Cranberries	\$242	1,735
Other Fruit	\$57	413
<b>Specialty Crop Processing</b>	<b>\$4,781</b>	<b>16,981</b>
<b>Total Impact</b>	<b>\$5,835</b>	<b>24,538</b>

<sup>1</sup>Production estimates based on 2013-2015 average farmgate values; processing estimates based on 2012 Economic Census values. Note: Sum of impacts may not equal total impact due to rounding.

















Oxbo manufacturing Clear Lake WI



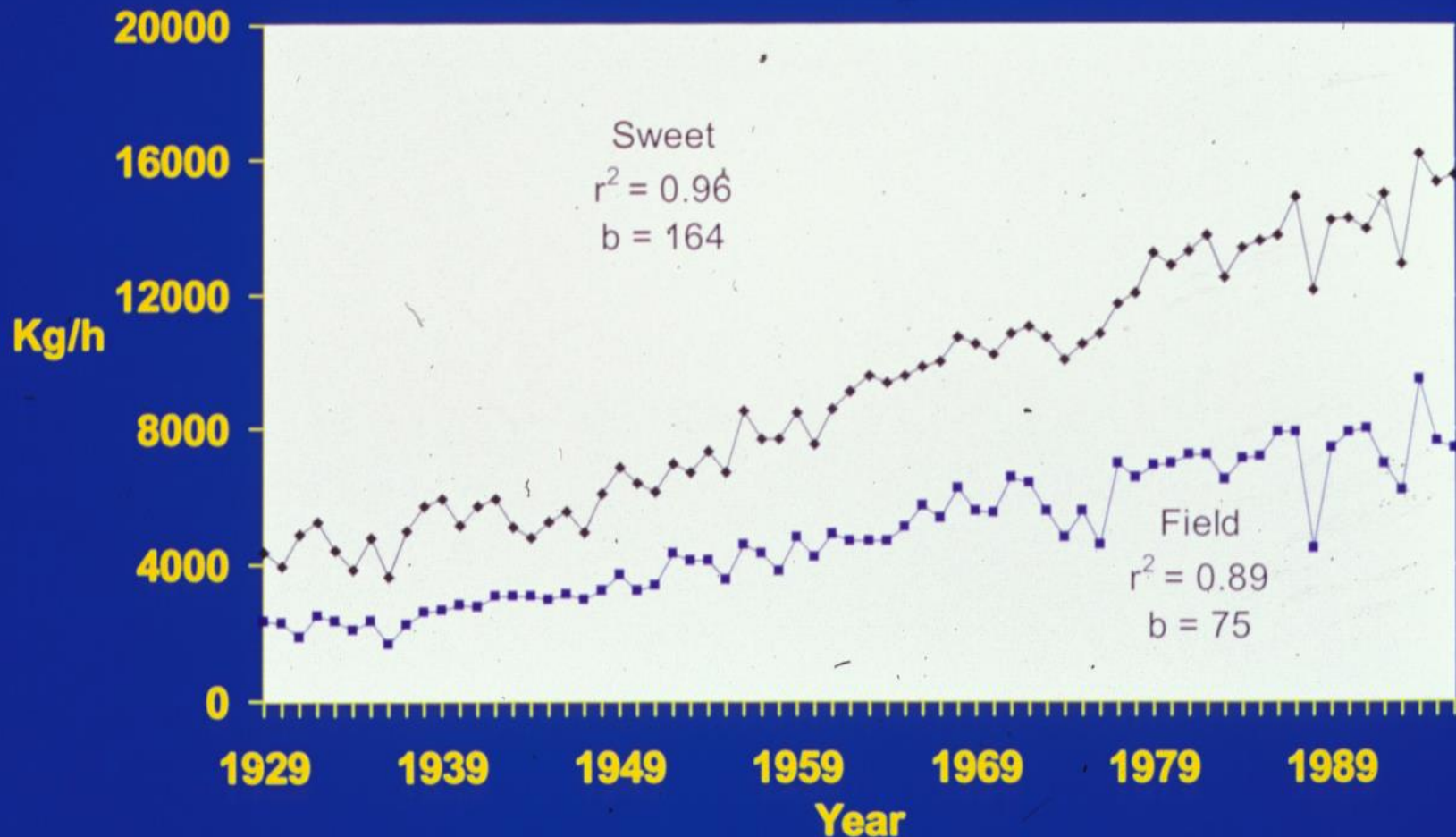
Bryon, Watertown WI





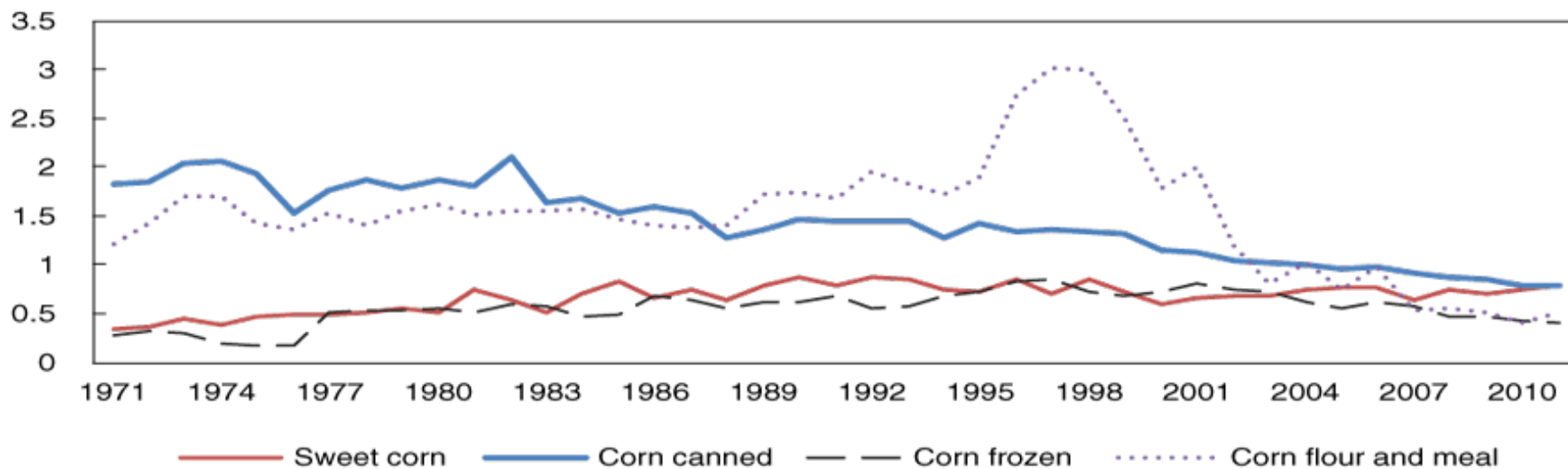
# Threats and Issues

# Yield (kg/h) of Field Corn and Processing Sweet Corn (wet weight) from 1929 - 1996



**Chart 6**  
**Average annual consumption of corn in Canada, 1971 to 2011**

kg / person



**Source:** Statistics Canada, CANSIM Table 002-0011.





# Innovation



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# Innovation

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- Diversity of crops and cropping cycles
- Excellent quality
  - favorable temp and water
- Low cost food, inexpensive to store
- IPM - Environmentally sensitive
  - Low pest pressure
  - Reduced pesticides
- UW Breeding, Food Science, Production
- Value added
  - Support industries – robotics – machinery packaging

- Waste management
- Water issues in the sands
- Weed management
- Declining consumption
- Demand for fresh
- Convenience