HEARTLAND FARMS' new storage and pre-processing plant in Colburn will provide 100 new jobs when it's completed next year and supply chipping potatoes to such snack food giants as Frito-Lay and Anheuser-Busch Eagle Snacks. (Journal photo by Tom Kujawski)

Heartland

Busch Eagle Snacks and other potato chip manufacturers.

A driving factor behind Heartland Farms building the new facility was the signing earlier this year of a five-year contract with Frito-Lay, instead of the traditional one-year pact between suppliers and processors.

In the past, the process by which processors procure raw materials from growers has been adversarial, but Frito-Lay is taking the first steps to change that, Pavelski said.

Pavelski calls the potato chip industry a joint mission between growers and processors to convert soil productivity, potatoes, into a high-value product, a bag of chips, that consumers are willing to buy.

"If we had to step on each other to accomplish that (we did)," he said. "It was a very inefficient method."

Longer contracts that are good for the chip industry would also be good for other vegetable industries, he said.

Growers in Minnesota and North Dakota should watch out, agriculture officials said. The new facility will help increase Wisconsin grower's share of the chip market.

"This has been a项目 that we have kind of watched since the start and have been proud of as an industry," said Dean Zuleger, executive director of the Wisconsin Potato and Vegetable Growers Association. "You're helping us lead the way in bringing the chip industry back to Wisconsin."
Heartland Farms holds groundbreaking for new training center

Taking time for a photo at the site of the new Heartland Farms, Inc. Farm Operations, Technology, and Training Center after the official groundbreaking on Sept. 25 were: Ted Borkowski, Town of Colburn chairman; TJ Kennedy, Heartland Farms vice president; Dave Knights, co-founder Heartland Farms; Jeremie Pavelski, president Heartland Farms; Alicia Pavelski, project coordinator; Barbara Pavelski; and Richard Pavelski, CEO Heartland Farms.

HEARTLAND FARMS, INC. BREAKS GROUND FOR FARM OPERATIONS, TECHNOLOGY, & TRAINING CENTER

Tue. 09/29/2015 - 11:02 Waushara1

The Hancock-based Heartland Farms, Inc., the largest employer in Adams County, held a groundbreaking for their new Farm Operations, Technology, and Training Center on Sept. 25.

The ceremony was held to commemorate the investment the farm has in the future as well as celebrate the new 30,000 square foot training center.

Heartland Farms Project Manager Alicia Pavelski and President Jeremie Pavelski worked with the Stevens Point-based Ellis Construction Team, consisting of Vice President of Business Development Andrew Holverson and Architect Jay Johnson, to create a blueprint for the new 30,000 square foot facility. The training center is scheduled for completion in spring 2016.

To open the ground-breaking ceremony, Jeremie Pavelski welcomed those in attendance, including Heartland Farms employees, members of the community, State Rep. Scott Krug, and Senator Julie Lassa, area growers, and the members from the Wisconsin Potato & Vegetable Growers Association (WPVGA).

To view more, please log in or subscribe to the digital edition.
Heartland Farms shines at energy efficiency

Wausau, WI: Heartland Farms, a 99-generation family business that grows potatoes, sweet corn, canning peas, and green beans on about 20,000 irrigated acres spread across five counties in central Wisconsin, has been recognized for its commitment to energy efficiency and sustainability.

Heartland Farms, located in Marathon County, Wisconsin, is a participating farm in the Focus on Energy program, which is administered byWisconsin Public Service Corporation. The program provides energy-efficiency incentives and technical assistance to Wisconsin businesses and homeowners.

“Cutting energy costs improves our bottom line,” said Jennifer Fosseid, Heartland Farms manager. “We are always looking for ways to be more cost-effective and efficient. These savings improve our competitiveness as a local employer and as a supplier of the national potato market.”

Heartland Farms is a recipient of the Wisconsin Business/Industry Award for energy efficiency and sustainability, which recognizes companies that have made significant contributions to the state’s economy and environment.

Focus on Energy is a joint public-private partnership between the Wisconsin Department of Commerce and Wisconsin businesses, organizations, and individuals that are committed to energy efficiency and sustainability.

The Energy Center of Wisconsin, a non-profit organization that provides energy efficiency programs and services, is a key partner in the Focus on Energy program.

Focus on Energy offers a variety of incentives and services to help businesses and individuals reduce energy costs and improve energy efficiency. These include energy assessments, energy-efficient equipment and products, and financial incentives for implementing energy-saving measures.

Contact information:

Energy Center of Wisconsin
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www.energycenterwisc.org
Core Values
Core Values

- Enhance opportunities of current and future generations
- Provide proper tools and training to our team so they can be as successful as possible
- Increase awareness and understanding of agriculture
- Collaborate with Team Members, Communities, Schools and Government agencies to drive good policy
- Exceed our Customers expectations
- Ensure continued growth and profitability
- Lead the way to help promote and practice sustainable farming
History
Passion - Technology - Entrepreneurial
Sustainability

Water

Carbon

Wildlife

Innovative Tech.
Carbon Reduction

- Solar Photovoltaic
- Variable Frequency Drives
  - Irrigation
  - Storage
  - Shipping
- Remote Vehicle and Equipment Monitoring
- Efficient Fleet - Meets and Exceeds Current EPA Standards
- Efficient Lighting
  - LED
- Work with Power Company to Reduce Peak Demand on Grid
- Variable Rate Application and Row Shutoffs
- IoT
  - Reduce Miles Traveled
  - Internal Benchmarking
Sustainability

Water

Carbon

Wildlife

Innovative Tech.
Technology and Innovation

• Remote Data Collection
• Data Analysis
• Software Development
• Electronics Design
• System Controls Design
• Variety Innovator
• Storage Research
08/05/2021 | 01:46PM CDT | Colorado potato beetle - adults
- Colorado potato beetle - adults
Water Sustainability

- Efficient Irrigation Systems
- Remote Control
- Automated Rain Gauges
  - Real-Time Data
- Variable Rate
- High Speed Systems
- UW Partnership - Flux Tower
- Waterway Buffer Zones
- Precision Application and Row Shutoffs
- Petiole Analysis
- Farmer Led Watershed Groups
Remote Telemetry
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