



## **UNITED STATES – MARKET INFORMATION**

### **Upper Midwest Food Market – Manufacturing, Wholesale, Retail and Foodservice – 2009/06**

The Upper Midwest is home to some of the best ag and food-related companies in the nation, including national leaders in commodity production, value-added food processing, wholesale distribution and retail. Many, if not all of these companies currently purchase agricultural commodities, food ingredients or finished products from Canada and are open to new opportunities.

#### **Processing / Manufacturing:**

Several key food manufacturers have large operations and headquarters in this region (Cargill, Conagra, General Mills, Malt-O-Meal, Hormel/Jennie O Turkey, Michael Foods and many others). This provides a good market for top quality food ingredients, particularly new or innovative ingredients with functional attributes.

#### **Wholesale:**

Minneapolis in particular is home to 2 of the top food wholesalers in the country – SuperValu and Nash Finch. Affiliated Foods in Nebraska also serves a wide market. There are also many regional, local and specialty distributors.

#### **Retail:**

The Target Corporation in Minneapolis continues to grow as a grocery powerhouse with expanded food aisles in Target stores and a full grocery in SuperTarget stores. Also of note is HyVee in Iowa with more than 200 grocery stores and a vertically integrated distribution system. Cub Foods and Rainbow are big in MN, as is Lunds and Byerlys, an upscale grocer with more than 20 stores.

## Foodservice:

The Upper Midwest continues to be a dynamic foodservice sector, although the economic woes have taken their toll on some establishments. With the exception of Iowa, per capita spending in restaurants in this region is higher than the national average. In fact, according to the National Restaurant Association, Minneapolis/St. Paul ranks #2 in the country for highest per capita spending on restaurants, just below Seattle, and ahead of such 'foodie' cities as New York and San Francisco. There are many large national foodservice distributors with DC's in this region (Sysco, US Foodservice, etc.), as well as regional and local players.

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