WHEN PLANTING YOUR BUSINESS IN THE GREATER MSP REGION, YOU’LL FIND THE INFRASTRUCTURE AND SUPPORT NEEDED TO ENSURE IT GROWS HEALTHY AND STRONG. FROM COMMERCIAL BANKING TO WORLD-RENOWNED ADVERTISING TO UNIQUE RESOURCES THAT SUPPORT ENTREPRENEURSHIP AND INNOVATION, YOU’LL SEE WHY GREATER MSP IS THE NATURAL DESTINATION FOR FOOD BUSINESSES.

IN FACT, MOST FOOD COMPANIES IN THE REGION FIND AND PURCHASE THE SERVICES RIGHT HERE:

$21B

Statewide, nearly half of the $21 billion spent by Minnesota food/agribusiness manufacturers stays in the state to support other local businesses.

$36M

The region’s corporate presence provides opportunity for food start-ups to access in-demand creative services right in their own backyard. In 2017, there was an estimated $36 million spent in the region on creative services for MSP food companies. Creative services include marketing, advertising, graphic design and packaging services.

GROWTH THAT’S BETTER THAN NATIONAL AVERAGE

The number of small food manufacturers with 20 or less employees in Greater MSP increased 13.7% from 2010 to 2014, higher than the national growth rate of 12.4%.

Overall, food manufacturing companies have increased by 13.4% in Greater MSP, higher than the national growth rate of 10.4%.

THERE ARE MANY CREATIVE SERVICES AND ADVERTISING COMPANIES IN THE GREATER MSP REGION THAT HAVE EXPERTISE IN FOOD.

These top 10 largest employ over 2,500 people combined.

OLSON
PERISCOPE
CARMICHAEL LYNCH
MARTIN WILLIAMS ADVERTISING
SPACE150
COLLE+MCVOY
KNOCK INC.
FALLON WORLDWIDE
SEQUEL RESPONSE
MONO

In addition to these agencies, HABERMAN is a leader in organic food design and marketing. The design agency, REPLACE, helps many startups in the region define their brands.

SOURCE: EMSI

GROWTH THAT'S BETTER THAN NATIONAL AVERAGE
ANGIE’S BOOMCHICKAPOP started from humble beginnings in 2001. “We were an outdoor mobile food-unit popping kettle corn at amateur baseball games and farmer’s markets”, says Dan and Angie Bastian. After a few short years, they landed their first retail opportunity at the St. Peter Co-op and local Lund’s & Bylery’s. Today, you can find their natural salty snacks in Target, Whole Foods and Kroger and other major retailers across the country.

In addition to benefiting from the high concentration of grocery co-ops in the region, Angie’s contributes much of their success to many of the professional services available in Greater MSP. From local PR firm Perception INK to nParallel that helps with tradeshow booths to creative agencies like MONO, RedLime, LLC and FRWD that have assisted with packaging and design, the list of professional services that have helped them over the years goes on and on. Multiple consulting agencies that helped in scaling production and operational procedures.

The Minnesota food and agriculture sector is both collaborative and competitive, “there’s room for everyone here.” Ultimately, it’s about the people in Minnesota and the companies they create. “People here are talented, educated and grounded. We’re a resilient, collaborative, community oriented with a can-do mindset. We’re problem-solvers.”

“"We’re resilient, collaborative, community-oriented with a can-do mindset.”

- Angie Bastian

**CASE STUDY**

**ANGIE’S BOOMCHICKAPOP**

Headquarters: Minneapolis

Employment in Minnesota: 205

Product Category: Natural Salty Snacks
JonnyPops began in 2011 as a school project among four students at St. Olaf College in Northfield, Minnesota. The founders created a business plan and began selling their product around campus. They later expanded to farmer’s markets, zoos and small restaurants. Seven years later, JonnyPops is carried in major retailers like Costco and Target across the U.S.

JonnyPops initially took advantage of the resources and information available in the MSP region. Erik Brust, JonnyPops CEO and Founder says, “we were scrappy in the beginning, but there’s a lot of people in the food industry here: Food-focused design firms, law firms, photographers. A lot of people were willing to help us. They believed in our product and wanted to put their stamp on it.”

One of those resources was MN Cup, the largest statewide startup competition in the country. JonnyPops was the winner of the student startup division in 2014. This created a lot of attention for the company. This was a launching point for them to get into major retailers and start with connections in Minnesota.

On the topic of what makes Minnesota great Brust says, “There’s a lot of grit here. People are hardworking and determined. We don’t settle, we band together well and collectively face problems bigger than ourselves and we have a good culture of recognizing people’s successes. We don’t get upset or envious when others succeed, we celebrate it and are inspired by it.”

“We celebrate each other’s success and are inspired by it.”
- Erik Brust

JONNYPOPS

CASE STUDY

JONNYPOPS

Headquarters:
St. Louis Park
Employment in
Minnesota: 38
Product
Category:
Wholesome
Frozen Treats
IN THE GREATER MSP REGION, FOOD ENTREPRENEURS WILL FIND A POSITIVE, ENTHUSIASTIC COMMUNITY OFFERING IDEAS, RESOURCES AND SUPPORT. HERE ARE A FEW OF THE COMMUNITY ASSETS AND TOOLS AVAILABLE.

**AGRICULTURAL UTILIZATION RESEARCH INSTITUTE (AURI)** Through hands-on scientific research, technical assistance and a targeted network of resources, AURI helps develop new uses for agricultural products through science and technology, and partners with businesses and entrepreneurs to bring ideas to reality.

**GROW NORTH** is a non-profit resource and connection hub that supports Minnesota’s food and agriculture entrepreneurial ecosystem.

**MIDWEST PANTRY**, a membership organization for Minnesota’s vibrant food creator community.

**MINNESOTA DEPARTMENT OF AGRICULTURE’S AGRI NEW MARKETS PROGRAM** supports food entrepreneurs with funding and resources:

- **The Trade-show & Demo Support Program** helps offset some costs associated with exhibiting and store demos, allowing you to reach more markets.

- **Minnesota Pavilion** is a section of booths for Minnesota companies to showcase their products at wholesale trade-shows. Minnesota Pavilion is a cost-efficient way for your business to stand out at crowded trade-shows.

- **Value Added Grants** help with equipment/facility improvement.

**MN CUP** is the largest statewide start-up competition in the country. It includes a dedicated food/ag/beverage division.

**NORTHEAST FOOD DISTRICT** is Minnesota’s first food innovation district and the eight-acre district provides everything from production to co-working spaces.

**TECHSTARS’ FARM TO FORK ACCELERATOR** is Techstars’ first program focused on the tech/digital side of food and agriculture.

**UNIVERSITY OF MINNESOTA’S JOSEPH J. WARTHESEN FOOD PROCESSING CENTER** is a certified-food production, pilot facility, operating within The University of Minnesota’s Food Science and Nutrition Department. It is open for food-ag companies seeking process and product development support.

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