

**Wisconsin *Innovation* Kitchen.**

**An experiment in food enterprise.**

**How do we organize the demand side?**

**Regional food systems are changing.**

**Opportunities are here and growing now.**

**How do we organize the opportunity?**

Within 250 miles there are: **34,725,215**  
people



Each year they spend  
a lot of money  
on food:

**\$104,238,112,584**

## The Wisconsin Innovation Kitchen question:

How do you fulfill the large unmet  
market demand for small batch,  
professional co-packing services?

# Farmer's markets





**CSAs** – Community Supported Ag

**Farmer's markets**



## Incubator Kitchens



## CSAs – Community Supported Ag

## Farmer's markets





# Processing Kitchens



## Incubator Kitchens



## CSAs – Community Supported Ag

## Farmer's markets





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## **The Wisconsin Innovation Kitchen experiment:**

**Create profitable food business platforms**

**Support community employment  
and development goals**

## Wisconsin Innovation Kitchen:



Professional in-house food processing ***services***

**Hodan Center - Mineral Point, Iowa County, WI**

# **The Wisconsin Innovation Kitchen experiment:**

**Create profitable food business platforms**

**Support community employment**

# **The Wisconsin Innovation Kitchen results:**

## **Black ink**

**Supporting 90+ community jobs**

**Jobs for 30+ people with disabilities**

**Helped grow / launch 30+ businesses**

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## **The Wisconsin Innovation Kitchen call to action:**

**Organize and fulfill current demand**

**Create food business support services**

**Rick Terrien**

[rick.terrien@gmail.com](mailto:rick.terrien@gmail.com)

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