



Food Processing & Technology Video Released

Media Contact: James Otterstein
Phone: 608.757.5598

Date: November 2, 2010

(Rock County, WI) – Rock County 5.0 released a video today that features the area’s Food Processing & Technology industry cluster. The video builds upon various Rock County 5.0’s projects that traverse across two of the initiative’s core strategies: Business Retention & Expansion and Business & Investment Attraction. Recognized brand names such as Cargill, Hormel, Kerry and MacFarlane Pheasants are featured throughout the video.

“Rock County has a strong Food Processing & Technology concentration and it’s important to have this message strategically communicated to businesses, contractors / developers, consultants, investors and suppliers alike. This video makes a compelling statement; that’s why we’re utilizing it to enhance our targeted industry activities,” said Rock County 5.0 Co-Chair Mary Willmer-Sheedy. Rock County 5.0 Co-Chair Diane Hendricks added, “This particular industry has deep roots within our marketplace and when coupled with the area’s assets, creates a solid business case. This point was reinforced today by the Diamond Foods (Beloit) announcement.”

Over the course of the next six months, Rock County 5.0 will develop and distribute a series of videos. These videos will not only address the initiative’s targeted industries, but also other topical areas that build upon and demonstrate Rock County’s overall value proposition. To access the video, visit the “Food Processing & Technology” section at www.rockcountyalliance.com .

Rock County 5.0 is a five-year public / private economic development initiative designed to reposition and revitalize Rock County’s economy. The initiative’s efforts are focused on the following five economic development strategies: Business Retention & Expansion, Business & Investment Attraction, Small Business & Entrepreneurship, Real Estate Positioning and Workforce Profiling.

For additional Rock County 5.0 information, visit www.rockcounty5.com .

##