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## Video Looks to Feed an Economic Need

By Gazette Staff – November 3, 2010

If a business has an appetite for food processing and technology, then Rock County is the place to whet it. That's the message in the first of several videos targeting specialized industries and sectors in the county that are ripe for development.

Rock County 5.0 on Tuesday released a video that features the area's food processing and technology industry cluster. Rock County 5.0 is a five-year, public/private economic development initiative designed to reposition and revitalize the county's economy.

The video builds upon Rock County 5.0's projects that cover two of the initiative's core strategies: attracting new business and retaining and expanding those already here. Companies such as Cargill, Hormel, Kerry and MacFarlane Pheasants are featured in the video.

"Rock County has a strong food processing and technology concentration, and it's important to have this message strategically communicated to businesses, contractors/developers, consultants, investors and suppliers alike," said Rock County 5.0 Co-Chairwoman Mary Willmer-Sheedy. "This video makes a compelling statement; that's why we're utilizing it to enhance our targeted industry activities."

Co-Chairwoman Diane Hendricks said the food processing industry has deep roots in the area, and when coupled with the area's other assets create a solid business case for new investments. That point, she said, was reinforced by Diamond Foods' recent decision to expand its Beloit plant for increased production of Kettle brand potato chips.

In the next six months, Rock County 5.0 will develop and distribute a series of videos that not only address targeted industries, but also highlight assets that build upon and demonstrate Rock County's overall value proposition.

To access the video, visit the "[Food Processing & Technology](#)" section at [rockcountyalliance.com](http://rockcountyalliance.com).

For more information on Rock County 5.0, visit [rockcounty5.com](http://rockcounty5.com).