



Elevating our state and region as a world class food and agribusiness epicenter

Senate File #1517 House File #1631

LEGISLATIVE REQUEST

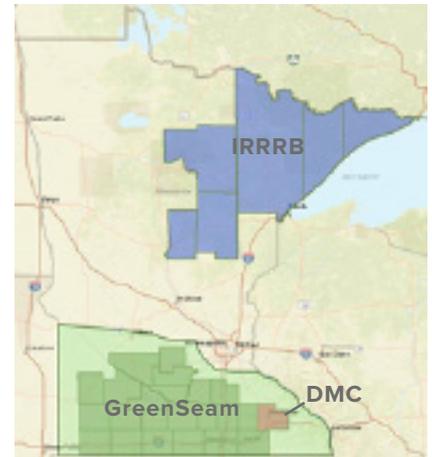
\$200,000 for the 2021-2022 biennium for the State of Minnesota to be a strategic funding partner in GreenSeam's initiatives to attract, grow, and retain the region's workforce, agribusinesses, and innovations while enhancing rural communities across southern Minnesota and beyond.

THE CHALLENGE

Agribusiness is the bedrock of rural communities in Minnesota – especially within the GreenSeam. Our region consists of **1,000+ agriculture associated businesses** – everything from transportation and distribution to professional services, ag-related manufacturing, processing, research, education, and more – **employing 28% of the workforce and 65% of the state's agbioscience industry**. Economic activity in the region exceeds \$36 billion.

Agribusiness is the #1 catalyst to revitalize rural Minnesota

Minnesota has formally recognized and provided resources to two other key industry clusters in the state - **Destination Medical Center (DMC) and the Iron Range Resources and Rehabilitation Board (IRRRB)**. Similar to these industry clusters and regions, GreenSeam is an essential public and private partnership needed to ensure long-term growth and well-being of all people and communities across **Minnesota's premier agricultural region - GreenSeam**.



GREENSEAM'S APPROACH & SOLUTION

GreenSeam is dedicated to the long-term prosperity of southern Minnesota by strengthening collaborations and partnerships, and growing businesses, their workforce, and the communities they call home.

Business Development

Attracts and supports the creation and development of innovation through new and existing businesses and start-ups. By connecting and mentoring people and companies to the opportunities and resources available. We accelerate the short and long-term success for businesses and communities.

WORKFORCE & TALENT DEVELOPMENT

Coordinates programming, collaboration, and alignment of K-12, higher education, business, industry, and other organizational programs to ensure the workforce is prepared to support the emerging opportunities and growth of our businesses.

BRANDING & PROMOTIONS

Promotes the initiatives and programs of GreenSeam and our collaborators to develop partnerships, market opportunities, and drive investment to businesses and communities by branding the ag industry cluster of southern Minnesota to make it the **"Silicon Valley of Ag."**

Value-Driven Metrics

GDP

GDP growth from 2016 – 2019 was \$1,980,918,000 –

a 6.6% increase

- Manufacturing contributed the largest portion of GDP in 2019 - \$7,293,080,000
- Agriculture, Forestry, Fishing and Hunting \$2,645,916,000

JOBS

- 2,500 new or retained jobs in agriculture results in:

- Additional 5,199 total jobs
- Economic output of \$3.3 billion over a 5-year period (\$660,000,000 per year)
- GreenSeam unemployment rate: 3.2% (Oct 2020)
- National unemployment rate: 6.6% (Oct 2020)

INDUSTRY CLUSTER CONCENTRATION

- Food manufacturing (LQ)*: 4.57
- Agricultural (LQ*): 4.51
- Machinery Manufacturing (LQ*): 2.11

* National location quotient (LQ) is 1. LQ > 1 signifies higher than average industry concentration and employment.

GREENSEAM DELIVERABLES

- ✓ 20% increase in ag industry output/GDP
- ✓ \$1 billion in new agribusiness capital investment
- ✓ 6 new ag specific degree & certificate programs at the region's K12, 2 and 4-year colleges
- ✓ Formal endorsement of the GreenSeam brand by all the counties and communities in the region
- ✓ Increase number of students enrolled in ag related classes, certificates, and degrees
- ✓ Positively impact ag employment by 10%

USE OF FUNDS

Funds will be used as a strategic investment to develop, expand, and maximize the growth of educational programs, innovations, businesses, and foreign investment while retaining businesses and talent in Minnesota.

TOTAL GREENSEAM PLEDGES

In the first 2 years, GreenSeam has secured:

- Private investment: \$1,217,000
- State of Minnesota investment: \$75,000

WHAT IS GREENSEAM?

GreenSeam is a non-profit organization dedicated to strategically building and connecting Minnesota's extensive agricultural business assets to the world by enhancing collaborations and investment with public and private sector partners.

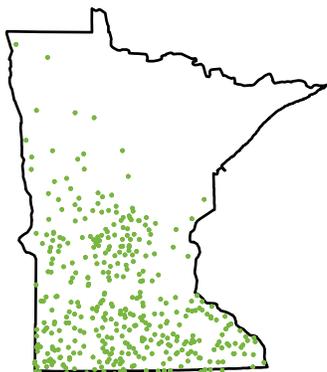
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Total Value of Livestock Production (Left)

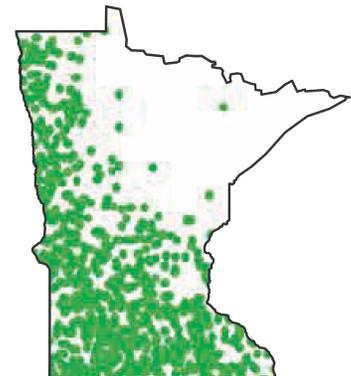
1 dot = \$20 million

Source: USDA, Economic Research Service using data from USDA, National Agriculture Statistics Service, 2012 Census of Agriculture.

Total Value of Crop Production (Right)

1 dot = \$20 million

Source: USDA, Economic Research Service using data from USDA, National Agriculture Statistics Service, 2012 Census of Agriculture.



“Agriculture is our wisest pursuit, because it will in the end contribute most to real wealth, good morals, and happiness” - Letter from Thomas Jefferson to Georg Washington