

Division of Marketing
Agricultural Development and Diversification (ADD) Program
1990 Grant Final Report

Grant Number 05028

Grant Title Sunrise Milling Flour & New Products Project (Phase 2)

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FINAL REPORT FOR PHASE II - FLOUR MILL STUDY

- I. THE ORIGINAL INTENT OF THE STUDY WAS TO SEE IF A COMMERCIAL FLOUR MILL COULD BE BUILT IN WISCONSIN.
- II. UPON COMPLETION THE ESTABLISHMENT OF A MILL WOULD PROVIDE AT LEAST 20 NEW JOBS. IT WOULD ALSO PROVIDE AN IN STATE MARKET FOR WHEAT PRODUCERS, CREATING ADDITIONAL DOLLARS BECAUSE OF LESS TRANSPORTATION OUT OF STATE. IT WOULD HELP THE LIVESTOCK INDUSTRY BY PROVIDING A LOW COST FEED BY-PRODUCT. THERE WOULD ALSO BE A SAVINGS TO CONSUMERS ON THEIR FLOUR PURCHASES.
- III. IN REGARDS TO YOUR THIRD QUESTION, I BELIEVE THE ORIGINAL EXPECTATIONS WERE MET. THE STUDY THAT WAS COMPLETED BY AN EX-PILLSBURY EXECUTIVE HAD SHOWN THAT WE COULD BUILD A MILL, BE PROFITABLE AND INCREASE THE PRICES PAID TO PRODUCERS.
- IV. ENCLOSED WITH THE FINAL REPORT ARE TWO OF THE STUDIES THAT WERE CREATED. THE FIRST WAS TO DETERMINE THE ECONOMIC FEASIBILITY OF CONSTRUCTING A WHEAT PROCESSING MILL. THIS WAS DONE BY A EX-PILLSBURY EXECUTIVE, ALONG WITH THE AN ENGINEERING COMPANY, CODEMA INC. FROM MINNEAPOLIS.

THE SECOND REPORT WAS DONE BY JON ANDERSON A COLLEGE INTERN. THIS REPORT WAS TO DETERMINE WHO AND WHERE OUR MARKET'S WERE AND WHO THE COMPETITION WAS.

WE ALSO HAVE COMPLETE PLANS FOR THE CONSTRUCTION AND EQUIPMENT LAYOUT OF THE MILL. THEY ARE AVAILABLE AT OUR OFFICE IF YOU WOULD LIKE TO SEE THEM.

V. SINCE THE UNDERTAKING OF THIS PROJECT OUR COMPANY HAS CONSTRUCTED A DRY CORN MILL BY THE NAME OF UNITED MAIZE INC. IN CAMBRIA, WISCONSIN. A LOT OF TIME AND EFFORT IS GOING INTO THE MARKETING AND REFINING OF THE PRODUCT. UNTIL THE UNITED MAIZE PROJECT IS RUNNING SMOOTHLY WE WILL HAVE TO FOREGO ANY FURTHER INVESTMENT IN THIS PHASE. AT THAT TIME WE WILL NEED TO SECURE FINANCING FOR APPROXIMATELY TWO MILLION DOLLARS. WE WILL KEEP YOU POSTED AS TO OUR PROGRESS.