

Event Support

The 2013 Minnesota Food Producers Luncheon is hosted by The Food Industry Center in cooperation with the Minnesota Agri-Growth Council.



Founded in 1995 as an Alfred P. Sloan Foundation Industry Studies Center, The Food Industry Center (TFIC) has a history of conducting primary research on the food industry and offering forums on current topics and best practices. The mission of The Food Industry Center is to develop and inform food industry leaders through educational programs and research inquiry.

The Food Industry Center
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The Minnesota Agri-Growth Council serves as an advocate for Minnesota's vast food and agriculture industry by providing a unified voice, engaging in government affairs efforts, and promoting relationships with allied industries. Since its founding in 1968, this non-profit and non-partisan organization has sought to define common goals among the agribusiness industry and organizations, family farmers, and the service sectors that support them.

Minnesota Agri-Growth Council
www.agrigrowth.org



foodindustrycenter.umn.edu/Support_Us

Agenda

- 11:30 am Welcome
- 11:35 Lunch is Served
- 12:10 Dessert & Video Presentation
- 12:20 Discussion with MN Food Producers
- 1:25 Closing Comments

**To reserve your place at the luncheon,
please RSVP by May 14, 2013 at:
<http://mnfoodproducersluncheon.eventbrite.com>**

Please stay for the 2013 Siehl Prize Award Ceremony beginning at 2:00 pm in the McNamara Memorial Hall. **The Siehl Prize for Excellence in Agriculture** recognizes living individuals who have made extraordinary contributions to the production of food and alleviation of hunger in three separate categories: production, agribusiness, and knowledge. This year's honorees are:

Production: Ted Huisinga and Ray Norling
Willmar Poultry Company

Agribusiness: Phillip Minerich
Hormel Foods

Knowledge: Yue Jin
USDA Cereal Disease Lab

Ceremony begins at 2:00 pm with reception to follow at 3:30.

The University of Minnesota is an equal opportunity educator and employer. This publication is available in alternative formats upon request. Direct requests to The Food Industry Center by email at tfic@umn.edu.

Minnesota Food Producers Luncheon



Thursday, May 23, 2013
11:30 am - 1:30 pm
Maroon & Gold Room
McNamara Alumni Center



General Mills



Anton Vincent
President, Frozen Foods Division
General Mills

Anton Vincent leads General Mills' Frozen Foods division where he is responsible for over \$2 billion in retail sales and the profitable growth of iconic franchises including Green Giant, Totino's and Pillsbury.

Previously he was president of the company's Baking Division where he led some of America's most storied brands including Betty Crocker, Bisquick and Gold Medal Flour.

A corporate officer since 2006 and division president since 2010, Vincent has led businesses in 5 US divisions and was an integral part of the \$10 billion acquisition of The Pillsbury Company in 2001. In addition to his business leadership, Vincent was a founding member of the Black Champions Network, received the 2009 Champions Award for business impact, and the 2011 Vanguard Award for his volunteer efforts. Vincent spends much of his outside time on a variety of boards.

Brian Broderius Broderius Farms

Brian Broderius, third generation vegetable grower, is continuing the "Family Affair" of growing Green Giant Sweet corn and peas. Brian's grandfather was one of the first growers in the Hector, MN area along with his father, Buford, beginning his career with the "Giant" in 1951.



Growing up in Hector, Brian graduated from Hector High School in 1977. He attended North Dakota State University, graduating in 1981 with an Agronomy degree. Brian began his full time farming career in 1981, by renting land from a neighbor, eventually taking over the family farm when his father retired in the late 1980's. His crop rotation consists of sweet corn, peas, sugar beets, field corn, and soybeans. He is currently on the South Central Grain and Energy Board and the Buffalo Lake-Hector-Stewart School Foundation board.

Gold'n Plump



Michael Helgeson
Chief Executive Officer
GNP Company

Michael Helgeson is third generation in the family-owned chicken business known today as GNP Company™. Originally established by his grandfather, E.M. Helgeson, as St. Cloud Hatcheries in 1926, the company evolved from a seasonal hatchery to a fully integrated chicken processor under the leadership of his father, Don Helgeson, as Gold'n Plump Poultry. Michael took over as chief executive officer of GNP Company in 1993 and annual sales have since grown from \$120 million to \$400 million. Helgeson first became interested in his family's business when he was 12 years old, working summers for little money but establishing roots of experience throughout his school years. Helgeson continued this track-record of "learning by doing," by spending his first two years out of college in Indonesia where he researched and developed a broiler operation from the ground up. Since that time, Helgeson worked in virtually every aspect of GNP Company, before becoming chief executive officer in 1993.

Troy Vannurden Vannurden Farms

Farming has been a part of the Vannurden family history in Central Minnesota for generations. Both of Troy's parents grew up on farms before purchasing their own dairy farm in 1969. Troy and his brother, Cory, both learned their love of farming and the value of hard work by helping their parents with a variety of chores on the dairy farm, which included everything from milking cows to field work. Farming also taught both brothers a love for the outdoors. Cory worked with his father to run the family farm in 2011, while Troy attended St. Cloud Technical College where he received an Associates Degree in Water and Wastewater Treatment. After his formal education, farming drew Troy back to his roots in agriculture, and he established his own chicken farm by partnering with GNP Company in 2002, having raised chickens for the company ever since.



Old Dutch



Steve Aanenson
President and CEO
Old Dutch Foods

Steve Aanenson is the second generation of Aanensons to lead Old Dutch Foods. Old Dutch was founded in 1934 in St. Paul and purchased in 1951 by Steve's father, Vern, who grew up on a Rock County Minnesota farm. Steve has undergraduate degrees in physics from the University of Minnesota and a master's degree in applied mathematics from the University of Colorado. Prior to coming back to work in the family business, Steve had a successful career in control systems and robotics with Western Electric and Ball Corporation in Colorado. Old Dutch operates seven manufacturing plants in Canada and the United States (Alberta, Manitoba, Quebec, New Brunswick, Minnesota) with an estimated \$500 million in sales. Its logo, the Old Dutch Windmill, can be found on tortilla chips and potato snacks, multigrain chips, extruded corn snacks, popcorn and party mixes. The company also owns the Humpty Dumpty brand which is sold in eastern Canada and New England.

Jim Hartkopf Hartkopf Farms

Jim and Kathy Hartkopf are second-generation potato farmers from Clear Lake, Minnesota and have been Old Dutch suppliers for over 40 years. Jim has served on the board of the East Central Irrigators Association and belongs to National Potato Council, Minnesota Area II Growers Council, and Charter members of a local Lions Club. Jim and Kathy have two daughters and five grandchildren.