



IOWA LAKES CORRIDOR
DEVELOPMENT CORPORATION

BUENA VISTA, CLAY, DICKINSON & EMMET COUNTIES

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Corridor has presence at food expo

CHICAGO – The Institute of Food Technologists held its annual meeting and food expo in Chicago, July 17-20. The Iowa Lakes Corridor Development Corporation partnered with the Iowa Department of Economic Development to attend the expo. Shaun Arneson, vice president of the Corridor, was the Corridor delegate to attend.

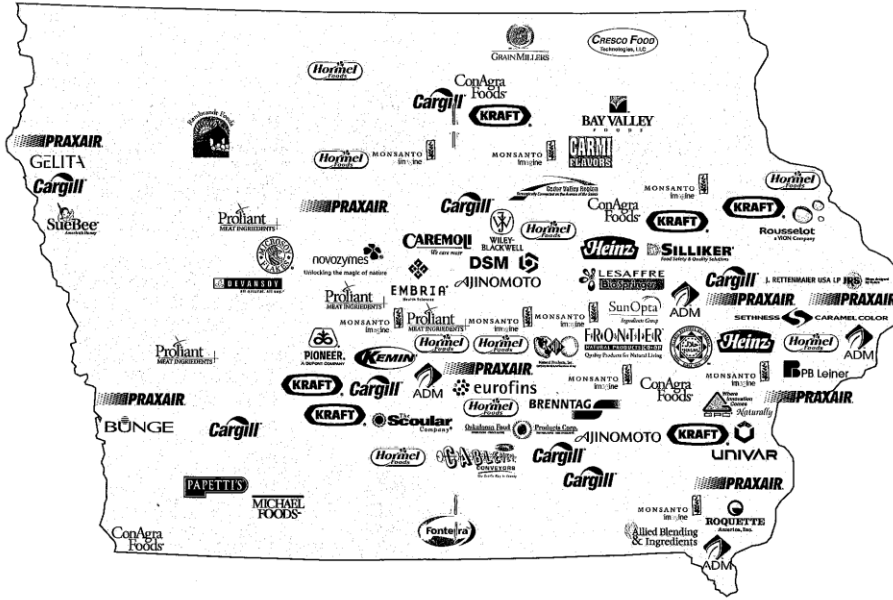
IFT is an annual event that brings together professionals involved in both the science and the business of food – experts from around the world from industry, academia, and government. Those who attend learn about the latest trends, newest products, and most recent scientific innovations.

“The purpose of attending IFT is to maintain relationships with existing companies that may look to expand or relocate to Iowa,” said Arneson. “It also serves as a way to introduce Iowa to companies who haven’t considered moving or opening a branch location here.” Arneson and other IDED members marketed and promoted the state as a location for existing businesses.

Before leaving for IFT, Arneson contacted Corridor businesses that would have an interest in the expo to see if there was anyone they would like Arneson to talk to on their behalf. Rembrandt Enterprises from Rembrandt also attended the expo. At IFT, Arneson talked to companies and resources for existing Corridor businesses, such as power and engineering companies. “You’re not going to see something happen overnight from contacts made at these shows,” said Arneson. “We take the time to develop relationships with these companies.” According to IFT, two out of every three attendees are repeat attendees. By attending the expo, the Corridor is able to make in-person connections and continue building relationships.

“There are two parts to the expo,” explained Arneson. “There is the Food Expo that has companies that make food and provide products for food preparation. Then there is the Processing Expo that has companies that manufacture parts and equipment for the food industry.” With over 21,000 registrants and approximately 800 vendors, constant traffic through the expo kept Arneson busy.

The Iowa Lakes Corridor continually evaluates the importance of attending trade shows to determine whether or not to keep them in the Corridor’s plan of work. “We search for trade shows that are continually well-attended by decision-makers in the companies in order to have face-to-face contact with them,” said Kathy Evert, president and CEO of the Iowa Lakes Corridor. “The IFT show is one that we want to continue to support and participate in.”



The map shows the different Iowa businesses that attended IFT, and where they are located in the state. Graphic courtesy of Iowa Department of Economic Development.

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The Iowa Lakes Corridor Development Corporation is the regional economic development agency for Buena Vista, Clay, Dickinson and Emmet counties. Its mission is to foster, encourage, aid, promote or otherwise assist in the economic growth and development of the region. For more information about the Iowa Lakes Corridor Development Corporation, call 712.264.3474 or visit www.lakescorridor.com.