

Division of Marketing  
Agricultural Development and Diversification (ADD) Program  
1992 Grant Final Report  
Grant Number 07064

**Grant Title**     Sunrise Milling National Distribution Project

**Amount Awarded**     \$15,000.00

**Name**             Paul Didion

**Organization**     Sunrise Milling  
                           Johnson Creek

**E-Mail**

**WEB**

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210 Grell Lane  
Johnson Creek, Wisconsin 53038



(414) 699-2771  
Fax (414) 699-3622

I. SUNRISE MILLING OVER THE PAST 3 YEARS HAS CREATED A LINE OF GREAT TASTING ALL NATURAL GRAIN PRODUCTS. THE NEXT STEP WAS TO GET THE PRODUCT TO THE REST OF THE STATES SO WE COULD INCREASE OUR CUSTOMER BASE AND VOLUME. SUNRISE MILLING IS AT A STAGE WHERE IT NEEDS TO INCREASE VOLUME TO LOWER OUR COST PER UNIT SO IT CAN BE PROFITABLE. THE ONLY WAY THIS COULD HAPPEN WAS TO GET NATIONAL DISTRIBUTION OF OUR PRODUCTS. THE BENEFIT TO WISCONSIN AGRICULTURE IS OPPORTUNITY FOR AGRICULTURAL DIVERSIFICATION FOR GRAIN PRODUCERS. THIS IS ACCOMPLISHED BY A NEED FOR ORGANIC, NATURAL AND SPECIALTY GRAINS.

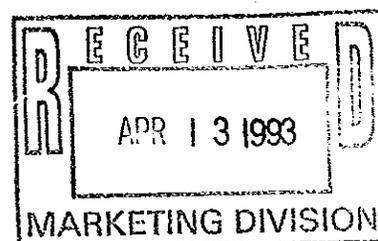
II. OUR MAIN ACHIEVEMENT IN THIS PROGRAM WAS DEVELOPING A LARGER MARKET AREA FOR OUR AGRICULTURE BASED PRODUCTS THROUGH NATIONAL DISTRIBUTION.

III. THE GRANT WAS SUCCESSFUL IN CREATING THE NECESSARY MATERIALS WE NEEDED TO SOLICIT DISTRIBUTORS, BROKERS AND MANUFACTURES REPS. ✓ WE HAVE PICKED UP THREE GOOD FIRMS TO MARKET OUR PRODUCT, BUT OUR EXPECTATION IS FOR MANY MORE. UNFORTUNATELY THE PROCESS TO DEVELOP OUR DISTRIBUTION IS MUCH LONGER AND HARDER THAN WE EXPECTED. LOCATING AND EDUCATING POTENTIAL FIRMS ABOUT OUR MERCHANDISING CONCEPT AND GREAT POTENTIAL IS VERY TIME CONSUMING AND DIFFICULT. WE CONTINUE TO WORK ON THIS END OF BUSINESS FOR IT IS THE ONLY WAY WE AND PRODUCERS AROUND US WILL GROW.

IV. AS PART OF THE GRANT WE PRODUCED AN INFORMATIONAL SALES BROCHURE. ✓ WE HAVE ENCLOSED A SAMPLE OF IT WITH OTHER INFORMATIONAL MATERIAL THAT WE PROVIDE CUSTOMERS. THIS INFORMATION WAS DISTRIBUTED DURING THE FOLLOWING EVENTS: INTERNATIONAL FANCY FOOD SHOW IN WASHINGTON DC, BEST OF THE MIDWEST IN MINNEAPOLIS, INTERNATIONAL FANCY FOOD SHOW IN CHICAGO, PERSONNEL BEST RUN AND WALK AND THE CIRCUS PARADE (WITH THE INROADS GROUP) IN MILWAUKEE.

V. WE WILL BE DOING A TEST MARKET OF OUR PANCAKES AND MUFFINS WITH ROUNDY'S THROUGH THEIR PIC'N SAVE STORES IN APRIL, MAY AND JUNE. SWISS COLONY HAS PLACED AN ORDER AND WE ARE WORKING ON TARGET AND KMART FOR CHRISTMAS SEASON.

VI. WE APPRECIATE THE HELP THAT WE RECEIVED FROM THE MARKETING DEPARTMENT



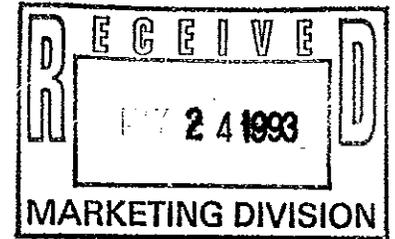
Makers of fine, all natural, stoneground grain products

210 Grell Lane  
Johnson Creek, Wisconsin 53038



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May 20, 1993



Monique A. Lomax  
Dept. of Agriculture, Trade & Consumer Protection  
801 Badger Road  
Madison, WI 53708-8911

Dear Ms. Lomax:

In response to your letter, we have further updated the details that you had requested. To answer your first inquiry dealing with our marketers, we currently have four. They consist of:

Michael Azurak-brokerage company (New Jersey)  
Murdock & White (Washington State)  
Service Brokerage Co.-gourmet award distributor (Minnesota)  
Carl Dewey of Roth Sugarbush-joint venture (Cadott, WI)

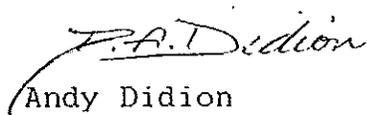
To respond to your second question, Sunrise Milling has made an impact on Wisconsin agriculture in numerous ways. We have boosted the farmers revenue by purchasing additional crops such as triticale, spring wheat rye, and buckwheat. In asking the farmers to produce these types of crops, they have greatly diversified their operations. This has also benefited them because we could offer them a better price for their specialty crops.

Sunrise Milling also has involved other vendors in the Wisconsin area. For example, we purchase other items to put in our gift baskets such as maple syrup manufactured in Cadott, Wisconsin. We also use other ingredients supplied by Wisconsin vendors such as cherries for our muffin mix.

We also encourage our producers to grow the grains organically. We are very concerned with Wisconsin's environment as well as conservation. Our whole existence centers on making wholesome products and that begins with eliminating additives and preservatives.

We hope that we have provided adequate information to your questions. We have also enclosed the information and sales brochures that you had asked for. If we can provide any further information to you, do not hesitate to give us a call.

Sincerely,

  
Andy Didion

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*A wide range of the best tasting pancakes for that special weekend breakfast*



# Treat yourself and your family to the best.



## Sunrise Milling Pancake Mixes:

- Stoneground goodness
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- Easy to make



**Wild Rice**—Rich, northern taste

**Brown Rice**—For a tasty, light and fluffy pancake

**Buckwheat**—An old country favorite

**Triticale**—A unique, nutty wheat & rye flavor

**Whole Wheat**—Farm country sweetness

## Better pancakes for a better breakfast



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For consumer information call  
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