

The Beginning of a Company

In 1917 in the small town of Lodi, population 1,000, a canner promoter sold the idea of a canning company to a group of 20 local citizens. Their goal was to offer crop options for local farmers, provide community employment, and permit an investment enterprise. The idea worked and since that time Lodi Canning Company (LCC) has grown to a modern business with \$10 million in sales.

At its inception, Dr. T. O. Goeres, a local dentist, was elected president and held the position for 54 years. He helped build a company with a reputation for quality and service; a tradition that continues today.

Now a family-owned business into the third generation of the Goeres family, LCC is the only single-plant and privately owned cannery in Wisconsin. This is especially notable because at one time there were over 200.

Planting the Crop

The peas and cream style corn processed at LCC are grown in the Lodi area by local growers. This area enjoys some of the richest farmland in the Midwest along with ideal weather conditions for growing peas and sweet corn. All fields are located within 25 miles of the plant.

From the very beginning, LCC controls all aspects of the planting and harvesting process including:

- Careful selection of the seed
- Seed germination tests
- Yearly soil samples for every pea field.

The use of these stringent methods promotes a healthy crop that will meet the high standards of our product.



The Harvest

The growing season is closely monitored. Heat units are recorded; every field is observed; and when maturity is near, daily testing begins to determine when the crop will be harvested. Many years of experience in judging a timely harvest contribute to the degree of excellence we strive to maintain.

When the vegetables have reached their peak, they are harvested from one field at a time to achieve uniform maturity. The crop is then trucked the few miles to the plant and the canning process is completed within several hours of harvest ensuring maximum freshness, nutrition and good taste.

Processing

Each truckload is sampled and tested before entering the plant. Quality is a major consideration in every procedure during the processing.

Peas are washed and electronically color sorted before size grading. Next, a 3-minute blanch stabilizes the quality grading. Then comes the final inspection before filling and can closing.

Sweet corn is husked, ears are washed and inspected, and damaged kernels are trimmed from the ear before cutting. Then they are electronically color sorted, leaving only succulent whole kernels which are then converted to cream style. Modified starch and water are added to complement the cream portion.

Both packs are retorted without agitation. For peas, this results in less breakage of skins and clear brine. For cream style corn, it permits heavier consistency

LCC specialty is cream style corn in #10 cans. LCC produces over 40% of the nation's pack. The use of specially selected varieties of seed, unique for cream style corn, brings out many outstanding features that are distinctively characteristic to this company. The bright color holds up well on a steam table, and the heavy pack is preferred by many chefs.

Quality

Direct control over quality provides more continuity. Daily testing is performed from each lot of the previous day's canning. We grade for maturity, color, flavor and consistency according to USDA sampling frequency. Quality is a major ingredient and has helped keep this company in business since 1917!

Customer Service

A small, independent company has many advantages when it comes to quality and service. It means hands-on management for better service, more attention to detail, and direct control over quality.

The owners of the company personally grade, select and sell product for each order to ensure the high quality canned vegetables and service our customers have come to expect. Our goal is to provide every customer with individual attention. This personal touch is a key factor in the success of LCC

Community Service

The city of Lodi is still a small town. Among the 3,000 people is the most famous resident, "Susie the Duck". Susie and her many relatives reside in Spring Creek, which runs under Main Street and through Spring Creek Park, a popular stopover for many tourists who want to see "Susie".

This charming little park is one of five in the city of Lodi, all of which are recipients of considerable support

from the LCC and the Goeres family. Goeres Park, which bears the name and is the largest of the five parks, was created during the depression with Dr. T. O. Goeres as the driving force behind it. Dr. Goeres referred to this support as "public spirit" and was concerned that the company portray good citizenship.

LCC and the Goeres family are proud to be a part of the "Lodi Tradition" of community service and support.

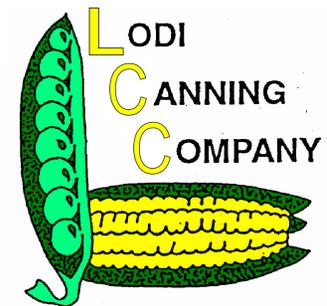
A Tradition For Tuition

LCC has been a practical source of employment for many college students over the years. Each year students have been able to earn money for their school expenses by working summers at LCC.

Additionally, the company offers a college scholarship program to full time college students, which we like to call "A Tradition For Tuition."

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Lodi Canning Company



Quality
Since 1917