

Business: A Force for Good

“Some people dream of success, while other people get up every morning and make it happen.” Wayne Huizenga’s powerful quote is a great example of inspiration for small business entrepreneurs. Entrepreneurs are the heart of business in small close-knit communities. Local small town business owners impact their communities in many different ways; from supporting schools, job opportunities, fundraisers, and impacting the economy.

Ellsworth Cooperative Creamery is a small town business that has made a huge impact on its own community, along with surrounding communities. Ellsworth Cooperative Creamery is located in east Ellsworth, Wisconsin, with a second location in Menomonie, Wisconsin. Ellsworth Cooperative Creamery is 300+ dairy farm families strong, and growing still. The “Cheese curd capital of Wisconsin” has anywhere from 250-500 employees, and has been in business since 1910. Ellsworth Cooperative Creamery specializes in cheese curds, block cheese, frozen battered cheese curds, pasteurized process cheese, along with hand-crafted cheese. This small town business has impacted many things in surrounding communities such as: school fundraisers, creating job opportunities for local people, and becoming an international company.

Ellsworth Cooperative Creamery has had a major effect on the local economy. Wisconsin is particularly known for its cheese, so it makes sense that a cheese factory is so well known. Because Ellsworth, Wisconsin is such a small town, it is important that we have such a well known and established business. The “Cheese curd capital of Wisconsin” has given local people an opportunity to support other locals, which is extremely important in such a close-knit community. In February of 2021 at the Chamber awards banquet, Ellsworth Cooperative Creamery was awarded best tourism destination. This award, along with every other award

Ellsworth Cooperative Creamery has received, makes an impact because when people come to this small town, they will often support other local businesses.

Ellsworth Cooperative Creamery also offers fundraising opportunities for local organizations. They allow organizations to sell three different sizes of bags of cheese curds. When people see the name Ellsworth Cooperative Creamery, they will often support your organizations fundraising efforts. The 300+ dairy farm families that partner with Ellsworth Cooperative Creamery are also majorly impacted. The “Cheese curd capital of Wisconsin” has supported many different schools in surrounding communities in fundraisers, parades, and many other things.

Ellsworth Cooperative Creamery is proof that you don't need a huge city to make a business successful, sometimes all you need is a small close-knit community to support you. The “Cheese curd capital of Wisconsin” has also proven to the younger generation that you can make your dreams come true, no matter where you are or what stands in your way, all you need to do is believe in yourself and make it happen. In small rural towns, it doesn't matter if you or your business is the richest, all that matters is that you are giving back to the community and making it a better place. Ellsworth Cooperative Creamery does a great job in making the community a better place; including creating job opportunities, impacting the economy, and supporting schools.



Cheese curd options for fundraising opportunities

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