

## UofM MROC Mission

The University of Minnesota Mid-Central Research and Outreach Center in Willmar is a regional hub for research, education, and engagement in collaboration with the MinnWest Technology Campus and city of Willmar.

The center advances public/private research and problem-solving partnerships strengthening the regional economy and expands access to University knowledge and resources benefiting the citizens and businesses of West- and Mid-Central Minnesota.

In addition to housing leading-edge avian research labs and wide-ranging Extension programs, the MCROC is also a hub for expanding partnerships to promote innovation, economic growth, and workforce development, particularly in bioscience, biotechnology, agribusiness, and renewable energy.

*"The University of Minnesota is establishing a new, bold presence in Willmar that could touch local businesses, education, agriculture and even family meals."*

Morris SunTribune, March 2012

*"The economic forces of agriculture, processed foods, and bio-sciences (are coming) together at the MinnWest Technology campus.... A legacy of expertise has evolved into a bioscience powerhouse located on the prairie."*

Regional development report by the Hubert H. Humphrey School of Public Affairs, 2010

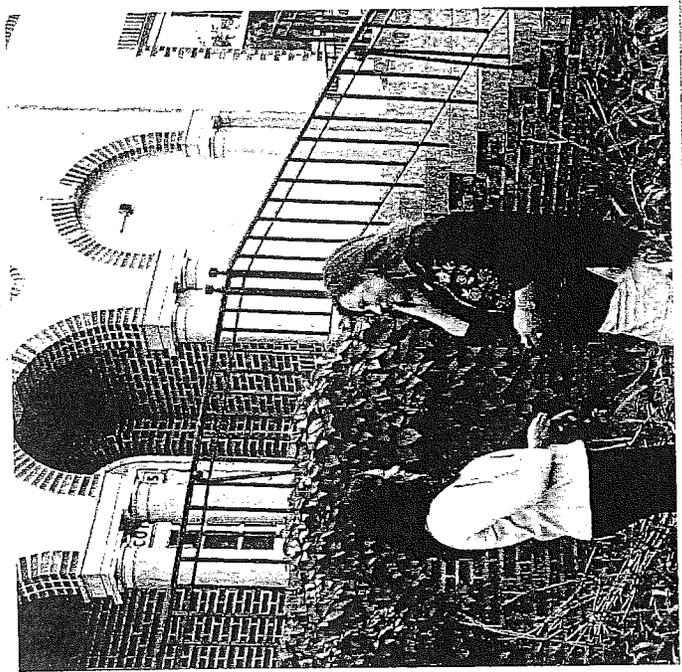
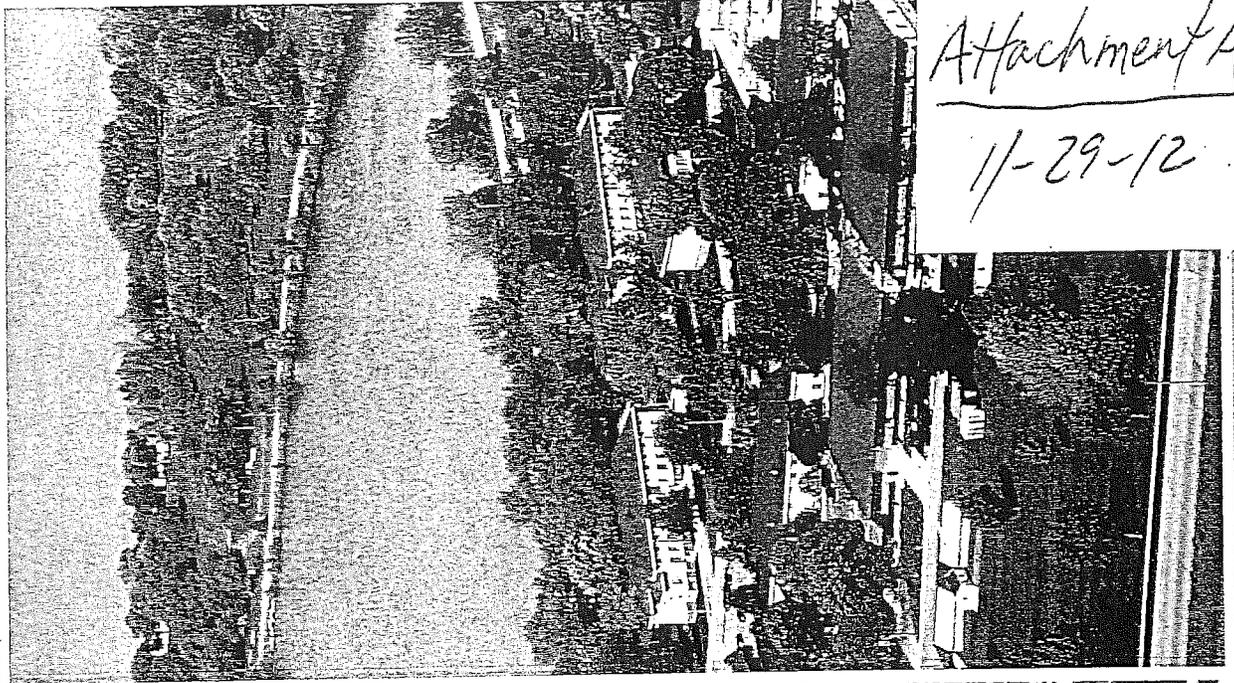
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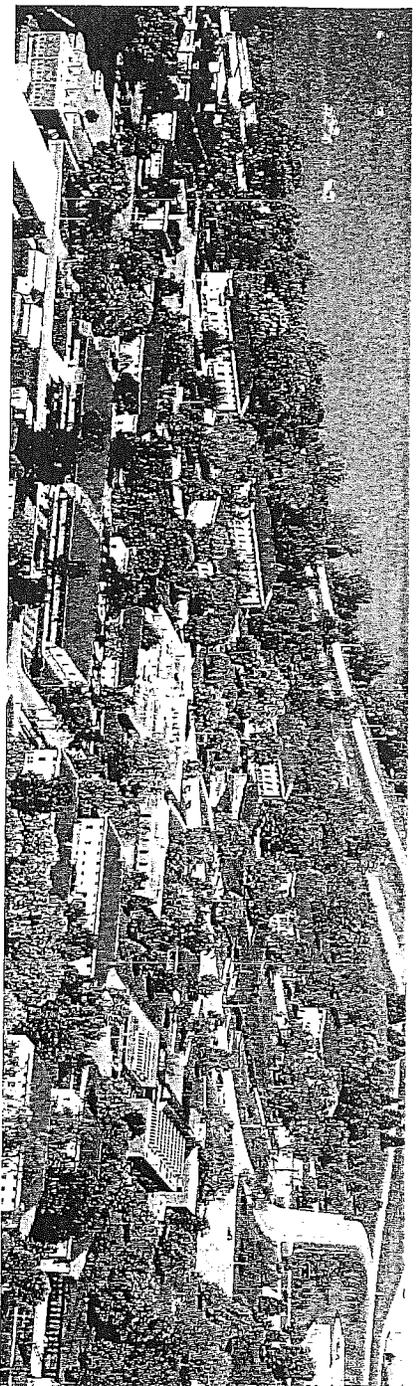
The University of Minnesota is an equal opportunity educator and employer.

Mid-Central Research  
and Outreach Center

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Attachment A  
11-29-12



## U of M Mid-Central Research and Outreach Center MinnWest Technology Campus

The University of Minnesota Mid-Central Research and Outreach Center is a partner and anchor for the MinnWest Technology Campus, a 110-acre collaborative business community in Willmar, a regional center located 90 miles west of the Twin Cities.

Comprising more than 40 buildings in a beautiful lakeside setting, the MinnWest campus provides a supportive high-tech environment—for both established businesses and startups—in science, technology, and agribusiness.

The three-story MCROC opened in spring 2012 in a renovated historic building as a home for a bioscience research laboratory, educational partnerships and business development resources,

and a regional extension office for the University. It leverages the resources of many University programs to build collaborations advancing economic growth and quality of life in Willmar and a surrounding 14-county area.

One of Minnesota's significant regional centers for industry, government, education, and health care, the area has a notably diversified economic base, increasing cultural diversity, and growing biotech industries with global reach.

The City of Willmar and the Kandiyohi County and Willmar Economic Development Commission have provided strong support for the MCROC-MinnWest collaboration, leveraging public and private funding and facilitating the engagement of the regional business community. The MCROC building was supported in part by a \$1.25-million state bioscience infrastructure grant along with a matching contribution by MinnWest Technology Campus.

## University of Minnesota Mid-Central Research and Outreach Center programs and partnerships

- **Avian Research Center:** A state-of-the-art research facility will advance collaborative research related to poultry disease prevention, a key regional concern. The lab is led by renowned avian disease researcher Dr. Carol Cardona, a faculty member in the U of M College of Veterinary Medicine.
- **Extension hub:** Regional extension office for educational and outreach partnerships serving Willmar, Kandiyohi County, and surrounding areas. Program areas include food and agriculture, families and communities, environmental issues, and 4H and youth development. The building includes an Extension kitchen for food/nutrition programs and high-tech media center for business training and Internet workshops.
- **Higher education collaborative:** The science-and-tech collaborations of the MCROC will be the basis for internships, student research projects, and training experiences for students of the University of Minnesota's campuses in Morris and the Twin Cities as well as undergrads at Ridgewater College and St. Cloud State University.
- **Business development resources:** Future plans include development of MCROC as a regional University hub for continuing education and customized training aligned with needs in entrepreneurship, professional education, and workforce development.
- **Renewal energy initiatives and bioscience research and development:** The MCROC will provide lab and office space for planned University-business collaborations aligned with growing regional renewable energy industries — as well as for public-private research partnerships pursuing new technologies, applications, and product development in the biosciences.

