



Welcome to



JEFFERSON COUNTY



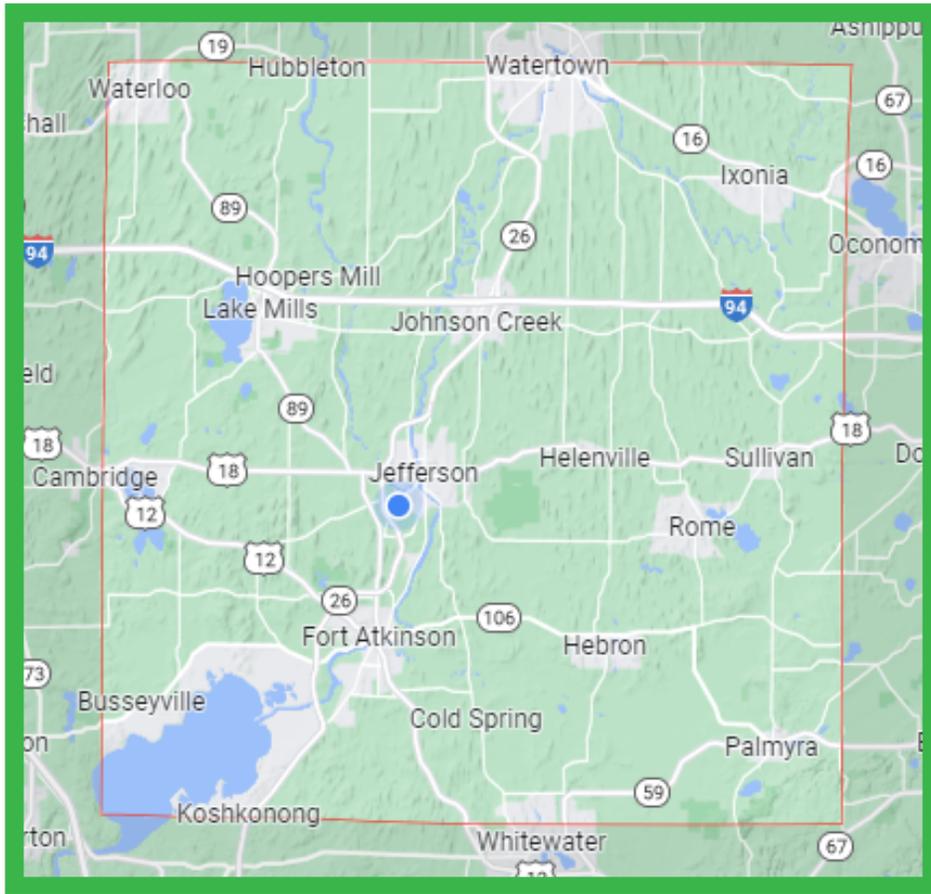
MARCH 2026



ABOUT JEFFERSON COUNTY

Area **583 sq. mi**

County Seat **Jefferson**



Nestlé Purina PetCare completed the expansion of its production facility in Jefferson in 2025. The \$355 million project will bring an additional 100 jobs and adds 35,000 square feet to the facility.



Population: 85,814

Households: 34,646

Median Age: 41.5

Median Household Income: \$87,512

Source: ESRI 2026

Greater Jefferson County offers an ideal location. A population of more than 75,000,000 is reachable within a 500 mile radius, and includes major markets such as Minneapolis, Milwaukee and Chicago.



Italian manufacturer Abet Laminati is constructing a 220,000 square foot manufacturing facility and North American headquarters on a 48-acre site in Johnson Creek. The facility will produce high-pressure decorative laminates, feature a showroom and employ approximately 120 people

JEFFERSON COUNTY WORKFORCE & INDUSTRY SNAPSHOT

TOP INDUSTRIES BY EMPLOYMENT

1. Manufacturing
2. Health Care and Social Assistance
3. Retail Trade
4. Educational Services
5. Construction

Source: ESRI

TOP OCCUPATIONS BY EMPLOYMENT

1. Production
2. Transportation and Material Moving
3. Office and Administrative Support
4. Sales and Related
5. Food Preparation and Serving Related

Source: ESRI

JEFFERSON COUNTY LABOR FORCE

Total Labor Force: 47,915

Unemployment Rate: 2.9%

December 2025

Source: WI Dept of Workforce Development

LABOR FORCE PARTICIPATION RATE

Age 16+

67.2%

Source: WI Dept of Workforce Development

16-24: 69.8%

25-54: 89.5%

55-64: 73.2%

MANUFACTURING IN JEFFERSON COUNTY

Manufacturing is Jefferson County's top industry, with food and beverage manufacturing being the largest subsector.

8,987

Q3 2025, QCEW - Bureau of Labor Statistics

MANUFACTURING -
AVERAGE MONTHLY
EMPLOYMENT

2,792

FAB - AVERAGE MONTHLY
EMPLOYMENT

KEY MANUFACTURING SUBSECTORS

Food Manufacturing

Beverage Manufacturing

Machinery Manufacturing

Plastics Product Manufacturing

Specialty Food Manufacturing

FAB Industry Machinery Manufacturing

Global soy sauce producer **Kikkoman Foods** will be the first tenant in Jefferson County's Food and Beverage Innovation Campus. The \$560 million project will create approximately 60 high-paying jobs and occupy 100 acres of the campus.

Onego Bio, a Finnish company producing egg protein powder through fermentation, will become the second tenant at Jefferson County's Food and Beverage Innovation Campus. The company purchased 26 acres in the campus to construct its flagship manufacturing facility.





Thrive Economic Development is a non-profit 501(c)3 public-private organization created to promote the economic competitiveness of Greater Jefferson County by providing businesses with services to locate, expand or develop here. We help businesses and developers navigate local, regional, state and federal resources, as well as act as a liaison with local municipal leaders and regulatory authorities. ThriveED also assists in strategic initiatives across Greater Jefferson County that are focused on workforce development, infrastructure and quality of life.

photos
top Row L-R: Watertown, Fort Atkinson, Lake Mills
Middle Row L-R: Whitewater, Johnson Creek, Palmyra
Bottom Row L-R: Cambridge, Jefferson, Waterloo

CONTACT US

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thriveed.org