

is from the sale of cattle, calves, hogs, eggs, and other livestock and poultry. Wisconsin has a sizable meat processing and packing industry. The third source of farm income is cash crops — including vegetables for processing. An important development in recent years is the increase in vegetable crops grown in the sandy soil in the central region of the state, brought about by increased use of irrigation. Wisconsin is now the national leader in acreage devoted to vegetables for processing.

Besides its industry and farms, Wisconsin is popular as a vacationland. All types of recreation, travel and leisure time activities contribute significantly to the state economy.

Though 3,200 km from the Atlantic Ocean, Wisconsin is linked to international markets via the St. Lawrence Seaway. Among the state's many harbors are the major ports of Milwaukee on Lake Michigan and Duluth-Superior on Lake Superior. Mitchell Field at Milwaukee and Dane County Airports (Truax Field) at Madison are major airports.

Missouri

Literally, Missouri is America's heartland, as it is both the population centre and the geographic centre of the continental United States. Whether you market industrial products, retail goods or consumer services, from Missouri you will enjoy quick access to a major portion of your market area. With Missouri's full range of transportation services, both national and international markets can be served efficiently and profitably. Located on the Mississippi and Missouri Rivers, with the second and third-largest railroad car exchange centres, two international airports, over 15 regional and commercial airports, and six interstate highways, the state is well suited to business and industry.

Missouri can best be characterized by one word: diversity. Its landscape, its peoples, its economy, and its recreations are highly varied, almost mirroring the nation as a whole.

One in four Missouri workers is engaged in manufacturing — from corn cob pipes to aerospace equipment. Farming, with livestock, soybeans, corn and cotton as the major cash products, remains important to the