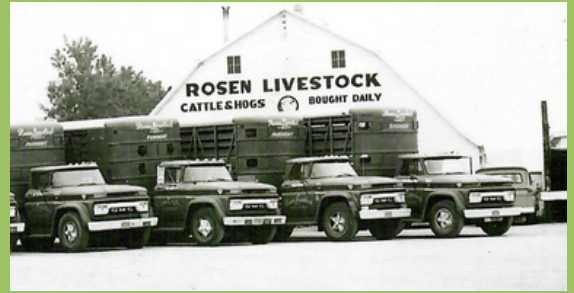


# Member SPOTLIGHT

Rosen's Inc.



Sparta, WI

Rosen's Diversified Inc. was founded by brothers Elmer and Ludwig Rosen in 1946. The pair began buying livestock in rural areas and shopping throughout the Midwest. The Rosen family later expanded into production, supplying feed, fertilizer and pharmaceuticals to farming communities. Through the 1970s, the business rapidly expanded into different markets of agriculture, including the beef processing industry. They began acquiring several beef processing plants across the Midwest.

By 2019, the third generation of the Rosen family became significantly involved in the family business. One of the many business units of of Rosen's Diversified is Rosen's Inc., a wholesale distributor servicing retailers throughout the Midwest.

Today, Rosen's Inc. has 18 warehouses across the United States that serve their retail customers. The Wisconsin warehouse is located in Sparta and sells a range of products including crop protectants, adjuvants and biostimulants.

Their goal is to be the retailer's partner of choice providing agronomic expertise, market knowledge and maximizing ROI, all while being good stewards of the environment. Rosen's Inc. is constantly striving to bring new, unique offers to the marketplace to provide innovative solutions to production agriculture.

Rosen's Inc. was a long-time member of the Wisconsin Crop Production Association and has been a member of the Wisconsin Agri-Business Association (WABA) since the merging of of the Crop Production Association and the Wisconsin Agri-Service Association.

Employees of Rosen's Inc. have served on the Board of Directors including Rob Evans serving as the President in 2021. More recently, Ashley Gausman serves as the Vice President. Ashley shares that being a member of WABA is important for their business.

"Rosen's Inc is proud of our membership and association with WABA. The agricultural industry needs to be present as policy is created and implemented for each of us. WABA is the local representation to carry the message for our customers and represent the needs of the larger agribusiness community," says Ashley.

WABA appreciates Rosen's Inc. membership and their commitment to Wisconsin agriculture.



**WISCONSIN**  
Agri-Business Association



**ROSEN'S INC.**  
Quality Agricultural Products