

Member SPOTLIGHT

Jay-Mar, Inc.



Plover WI

This month, we are featuring WABA member, **Jay-Mar, Inc.**

Jay-Mar, Inc. of Plover, WI is a family-owned company that has proudly served as a leading Agricultural and Lawn & Garden supplier in Central Wisconsin since 1970. The company was established when Jay (Jay) and Marilyn (Mar) Warner began selling boxes and bags to the potato growers of Wisconsin in the basement of their home in Stevens Point, WI.

As time passed, Jay-Mar continued to grow. They bought a local fertilizer plant and acquired Ware Street Market in Waupaca and began to sell all varieties of farm seed (corn, soybeans, alfalfa, clover, etc.). The combination of products and services lead to Jay-Mar's slogan, Your Total Agri Supplier.

In the late 1980s, Jay-Mar began to emphasize the use of liquid foliar fertilizers as part of the potato production fertility plan. In 1991, Jay-Mar built a manufacturing facility on the fertilizer plant property. They intended to produce liquid foliar fertilizers and adjuvants for the farmers in our area and to wholesale them to agricultural distributors, but soon realized that Jay-Mar didn't have the economy of scale to be competitive with other producers, so they adapted their manufacturing ability to serve the Green Industry.

Though they have been selling birdseed and large bags of pet food to the public out of the warehouse since the late '80s, it was decided to build a store. So, in 2001, Jay-Mar built a retail store to take advantage of the retail development in the area.

54 years later, Jay-Mar is still a family-owned company, owned by Dave Warner. Of the 35 full-time employees, 5 have been there 30 years or more; and another 8 at least 10 years.

Jay-Mar believes that it is important for a company to be part of the community. Employees are encouraged to volunteer, and many employees have been or are members of civic and industry associations or boards. As a company, Jay-Mar supports several industry associations, YMCA, Salvation Army, local schools, charity fundraisers, and so much more.

"I thoroughly enjoyed my time on the WABA board. I'm glad I was elected to as I wanted to "give something back" to an industry that has been good to me. As with any board, you learn much and discover there's more depth and breadth than you imagined. I encourage others to get involved as well. You'll get back more than you give." – Tony Grapsas, Jay-Mar

WABA appreciates Jay-Mar's membership and their commitment to the industry.



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