WISCONSIN MEAT INDUSTRY HALL OF FAME

1997

Edward C. Jones
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Ed Jones played a key role in the development of Jones Dairy Farm, a pork processing company famous for its products. He was responsible for continuous growth and expansion of the operation. Initiation of an aggressive quality control program and national advertising exposure led to distribution in supermarkets and retail outlets in all fifty states and some foreign countries. More recently, products have been made for direct sale to food service operations. He was concerned about education and about his industry, and he devoted supreme effort to leadership and establishing new programs therein.

Jones Dairy Farm was founded by his grandfather in 1889, and Ed Jones was the third generation to head the firm. He joined the firm as secretary in 1924, served as co-manager from 1930 to 1960, as executive president in 1960 and as president from 1966 until his death in 1982. He was born in Fort Atkinson, Wisconsin on May 10, 1902 and died at the age of 80. He is survived by his wife Helen, one son, two daughters and one sister.

Jones Dairy Farm has long been an important industry in Wisconsin. Additionally, it has been important to the agricultural segment and especially to the swine industry. The business required hogs for slaughter and increased competition for them in Southern Wisconsin. In the 1950's, when the industry recognized the growing demand for meatier hogs, Ed Jones played an important role in helping to educate producers about differences among hogs being produced for slaughter. He provided animals for University of Wisconsin Extension for live and carcass evaluation clinics, and for many years he opened plant facilities for conducting pork carcass contests. He shared the responsibility for the development of "meat type" hogs in Wisconsin. He was a continuous and strong supporter of the University of Wisconsin, making facilities available for research and personnel available to assist the researchers. He assisted in many ways the education of students, farmers, vocational agriculture instructors and agricultural county agents. As further evidence of his concern about the livestock and meat industry of Wisconsin, he was one of the industry leaders who saw the need to establish the Wisconsin Livestock and Meat Council in 1957. He served as director and as president of the organization from 1963 to 1981. During his tenure as president, the organization developed programs for consumer education, promotion, research and information. He was responsible for developing a scholarship program for college students majoring in the Animal Sciences curriculum of the University of Wisconsin. To date more than 200 students have been recipients.

Ed Jones was active in community affairs. He was a director of the National Association of Manufacturers, director of Wisconsin Manufacturers Association, president of the Defense Orientation Conference Association, a member of the Governor's Board for Economic Development, president of Fort Atkinson Memorial Hospital Association, president of the Fort Atkinson Chamber of Commerce, a member of the United Way Board and assisted with numerous other community projects.

He was a director of the American Meat Institute (AMI) for 33 years, served as treasurer from 1964 to 1968 and as chairman from 1968 to 1971. His service has been recognized by many and various awards. In his honor AMI now annually recognizes a deserving industry company with the "Edward C. Jones Community Service Award". Ed Jones was a leader in the meat and livestock industry, and guided his company through change and growth.