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Muskegon Chronicle

CAMP BATTLES

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MICHIGAN BUSINESS

So long, Kellogg’s. So, which brands still call Michigan home?



Kellogg’s headquarters is located in Battle Creek, but the company is being sold to the Italian Ferrero Group. *MLive.com file photos*

Despite a wave of acquisitions this year, Michigan remains a strong manufacturing hub, with some big companies still headquartered in the Great Lakes State.

Ehren Wynder ewynder@mlive.com

Steelcase shocked Grand Rapids at the beginning of August when it announced it was being acquired by rival furniture company HNI Corp., based in Iowa, for \$2.2 billion. The office furniture giant previously called Grand Rapids home for 113 years.

In June, Battle Creek found out its iconic cereal maker W.K. Kellogg Co. was being acquired by Ferrero Group, the Italian company behind Ferrero Rocher and Nutella, for more than \$3 billion.

During the same month, New Hampshire’s C&S Wholesale Grocers announced it was buying longstanding West Michigan grocery chain SpartanNash for \$1.77 billion.

The deals, while representing significant outside interest in Michigan, have no doubt dealt a blow to the state’s manufacturing pride. There are still, however, several big-name brands that proudly call Michigan home.

Here is a list of the top brands founded in Michigan that still maintain their headquarters and primary operations within the state.

AUTOMOTIVE

General Motors, founded in 1908 in Flint, maintains its global headquarters in



Barrels get filled with Dragon’s Milk at the New Holland Brewing Co. production campus in Holland. The company is Michigan’s largest independent brewer.

Detroit’s Renaissance Center. GM employs about 50,671 people in Michigan, representing about 1.1% of the state’s workforce.

The company operates several manufacturing facilities throughout the state, including assembly plants in Flint, Lansing and Orion Township, as well as technical centers and proving grounds.

In June, General Motors announced it plans to invest \$4 billion over the next two years at its plants in Michigan’s Orion Township, Fairfax Assembly in Kansas and Spring Hill Manufacturing in Tennessee.

Gov. Gretchen Whitmer celebrated the “massive investment” in the Orion Assembly plant.

“We don’t care what you drive — gas, diesel, hybrid, or electric — as long as it’s made

in Michigan,” she said. “Together, let’s keep bringing manufacturing home, growing the middle class, and making more stuff in Michigan.”

Ford Motor Co., founded by Henry Ford in 1903 in Detroit, maintains its global headquarters in Dearborn. The company employs about 48,000 people in Michigan, representing another 1% of the state’s workforce.

Stellantis, formed through the 2021 merger of Fiat Chrysler Automobiles and French automotive company PSA Group, maintains North American headquarters in Auburn Hills, while its legal office is in Hoofddorp, Netherlands.

The company operates assembly plants in Detroit, Sterling Heights and Warren, as well as numerous component manufacturing facilities throughout the state.

AUTOMOTIVE SUPPLIERS

Michigan also is home to numerous automotive suppliers propping up the traditional automakers once known as the Big Three.

Gentex Corp., headquartered in Zeeland, is a major electronics and technology company primarily supplying advanced vision and safety technologies for the automotive industry, with additional operations in fire protection and aviation.

The publicly traded company reported about \$2.3 billion in annual revenue, employing more than 6,000 people around the world.

In April, Gentex acquired Voxx International, a move that expands its portfolio of consumer-facing electronics.

Portland Products, founded in 1947 and located in Portland, is another example of

SEE MICHIGAN BUSINESS, A3

BUDGET IMPASSE

Whitmer rejects House GOP budget, warns of tariff fallout

The governor spoke 15 days before state government will shut down if lawmakers can’t pass a compromise spending plan.

Michael Kransz mkransz@mlive.com

LANSING — Gov. Gretchen Whitmer says she would not sign the House Republican budget that would eliminate thousands of full-time state government positions and slash \$7.26 billion in state spending.

Whitmer gave that repudiation of the House budget proposal during a speech Tuesday, focused on the need to pass a state budget that invests in Michigan residents and businesses and protects them from the economic fallout from President Donald Trump’s tariffs.

Her speech came just 15 days before Oct. 1, when the state government will shut down if lawmakers can’t agree on a budget for 2025-26. The state’s new fiscal year begins that day.

From “stubborn” inflation and stagnating wage growth to falling credit scores and growing unemployment in manufacturing, Whitmer said the nation is seeing “undeniable signs of an ailing economy.”

“Governing means compromise. A budget deal can deliver on the priorities that I’ve been fighting for: investing in our kids, fixing our roads, helping us compete, keeping people safe.”

Gov. Gretchen Whitmer

It’s a “man-made storm of uncertainty that hits Michigan hard,” Whitmer said, adding that while she’s doing everything to protect the state and create jobs, she can’t do it alone.

“Where is this uncertainty coming from? Two sources,” she said. “First, and most significantly, chaotic national tariff policies. And second, our state budget. Today, I want to talk about what we can and must do on both fronts.”

Whitmer said she sees a path forward in passing a budget on time that delivers the priorities of her office, the Democratic Senate majority and the Republican House majority.

“Governing means compromise,” Whitmer said. “A budget deal can deliver on the priorities that I’ve been fighting for: investing in our kids, fixing our roads, helping us compete, keeping people safe. It can deliver on the Senate’s important objectives and help us make sure that we protect Medicaid, **SEE BUDGET IMPASSE, A4**



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