

Made with Pride on the Inside.

Our Mission

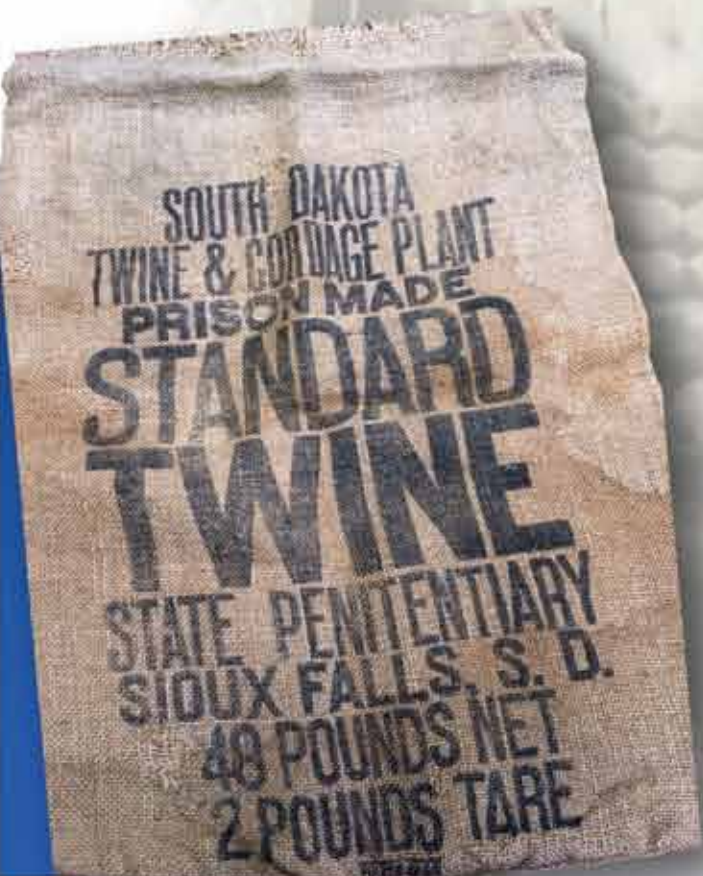
Pheasantland Industries is a self-sustaining program within the South Dakota Department of Corrections that focuses on providing training and employment opportunities for offenders. The program aims to equip participants with marketable job skills while producing unique, valued products for customers.

Made with Pride on the Inside.



What began in 1890

with the establishment of a small knitting shop in Sioux Falls has grown into what is today a self-sustaining enterprise encompassing six traditional industries and one private industry partnership supported by a team of 11 full-time employees and an offender workforce of 94.



...Today



Our Shops

Pheasantland Industries oversees six traditional industry shops and contracts with one non-profit organization at the South Dakota State Penitentiary in Sioux Falls.

Our traditional industries at the Sioux Falls campus consist of the following: Braille, Commissary, License Plates, Print, Sign, and Upholstery. Hope Haven Ministries provides wheelchair restoration.

Made with Pride on the Inside.



Customers

Our products and services are available for sale to state agencies, city and county governments, political subdivisions, state employees, schools, churches, and other not-for-profit organizations operating in South Dakota.



Our Workers

in Sioux Falls



-  BRAILLE
-  COMMISSARY
-  LICENSE PLATES
-  PRINT
-  SIGNS
-  UPHOLSTERY
-  PI SUPPORT

*Under the contract with Union Supply, offender employees assigned to Commissary receive \$1.00 per hour, but do not receive incremental increases as other PI workers.

Team Benefits

PAY SCALE

All workers start at \$0.50/hr.*
\$0.55/hr.- After 90 days.
\$0.65/hr.- After 6 months.
\$0.75/hr.- Selection as a lead worker.

PATHWAYS TO OPPORTUNITY

Through on-the-job training our workers develop a work ethic and marketable job skills that will allow them a greater opportunity of being gainfully employed and successful after their release.

EARLY RELEASE

With the establishment of Early Discharge Credits (EDCs) in 2018, Pheasantland workers were given an additional incentive to work by actually earning time off their sentence.



Braille

Our nationally-recognized team of transcribers and graphic artists turn printed materials, including kindergarten to college-level books, into Braille for the blind and visually impaired utilizing Unified English Braille code and the production of tactile graphics.

BY THE NUMBERS

31,150

number of Braille pages, transcribed and printed, for state-based entities, including the State Library, in FY 2024.

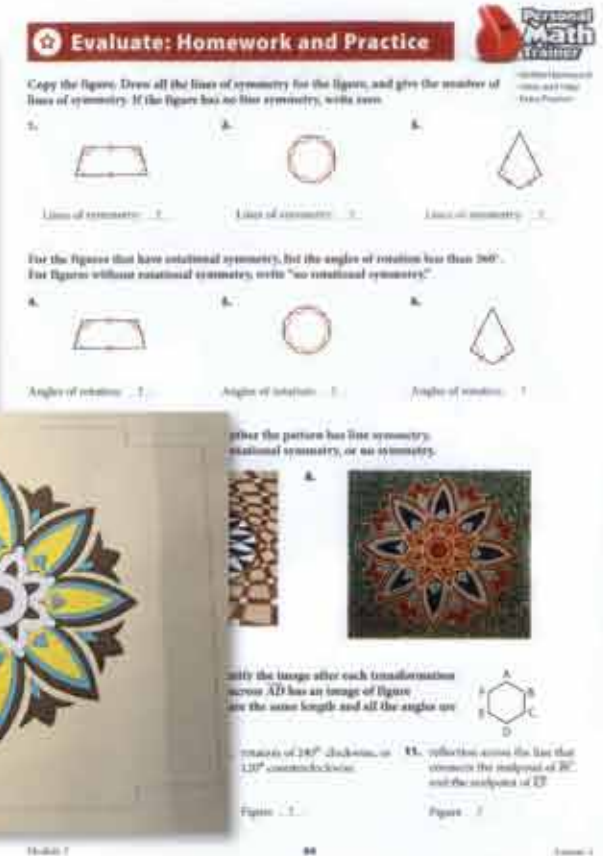
15,300

number of Braille business cards produced in FY 2024.

To illustrate our work we converted this textbook page into these tactile graphics.

LARGE PRINT BOOKS

In addition to our Braille products, we also adapt printed books into large print publications, including new cover art, for the visually impaired. From orders numbering several dozen to just a single copy, we are able to meet our customers' needs.



BRaille

Commissary

In August of 2024, Pheasantland Industries partnered with Union Supply to provide offenders their commissary needs statewide.

This change has enabled us to offer a high-quality menu selection of pre-approved items- from TV's to tortillas and everything in between- and an easy digital ordering process for offenders, additional market-relevant job skills for offender employees, and a fully sustainable revenue generating operation.

BY THE NUMBERS

70,000

number of orders processed since the partnership began in August 2024.

3723

number of offenders at seven different facilities served from the warehouse in Sioux Falls.



COMMISSARY

License Plates

While our License Plate and Decal Shop may be one of the oldest correctional industries, it utilizes the latest technology to print all the motor vehicle plates issued by the state and produces souvenir plates to commemorate special events.

BY THE NUMBERS

485,128

number of license plates
produced in CY 2024.

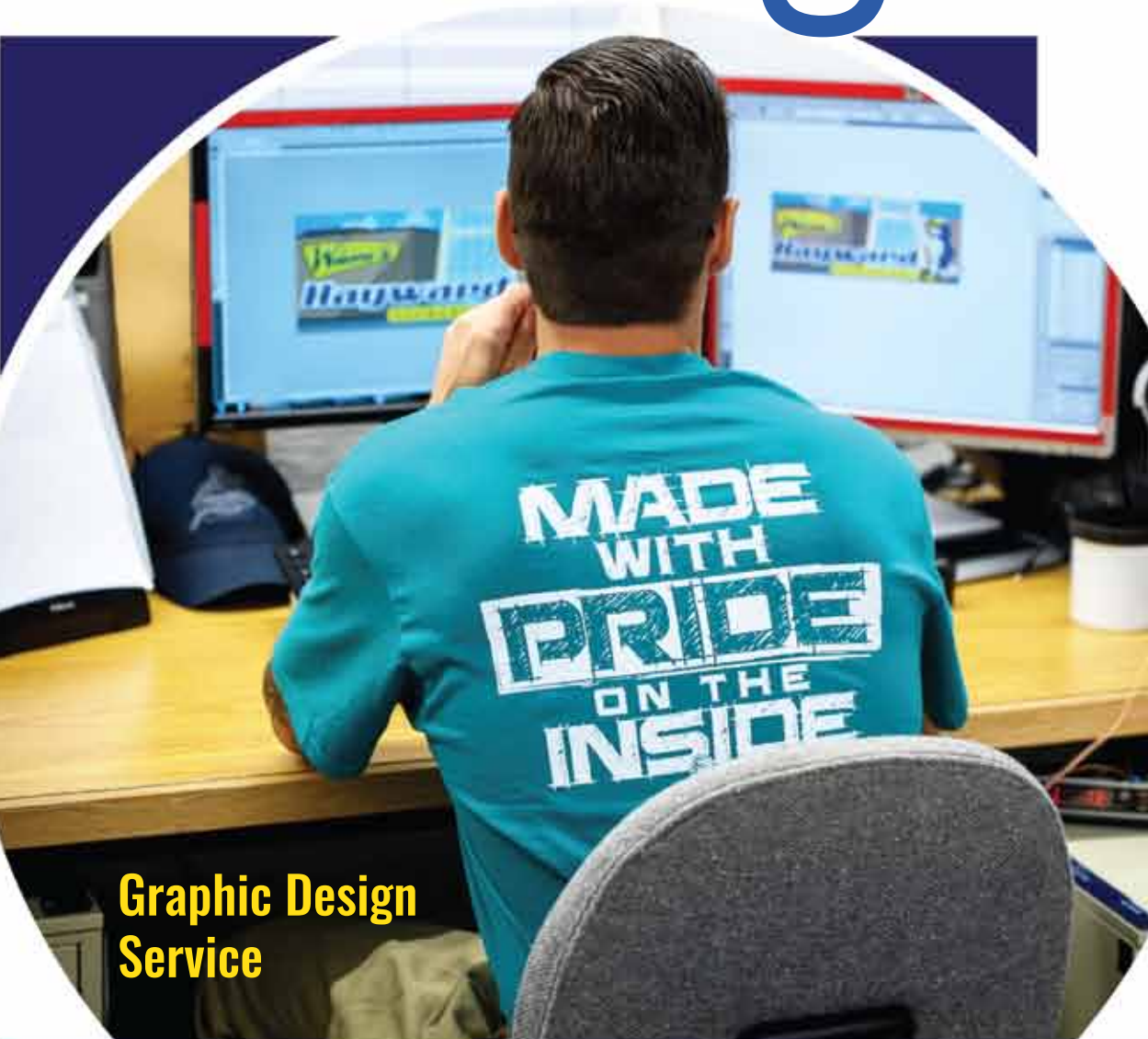
55,000

approximate number of
decals (snow, boat, IFta, trail
pass) produced.



Printing

From business cards, forms and stationery to laser-engraved custom awards, the Print Shop offers every customer the same commitment to quality, regardless of the size of their order.



Graphic Design
Service



FULL-COLOR PRINTING

CUSTOM AWARDS

RETRACTABLE BANNERS

PRINTING & PROMOTIONAL PRODUCTS



Signs

The Sign Shop is able to accommodate most large or small volume orders in a variety of sizes for indoor/outdoor signage, parking and street signs, vehicle decals, banners, magnets, and window clings. We use only the best quality materials to stand up to the elements and meet all uniform traffic codes.

◀ We turned this classic police decal into a display item.

HELMET DECALS

BY THE NUMBERS
\$491,630
amount in orders received during the eight-month period of July 2024 to February 2025.

VEHICLE DECALS

SIGNS

Give'em A Brake

RESERVED PARKING

Pheasantland
MADE WITH PRIDE ON THE INSIDE.

Upholstery

We refurbish home and office furniture and produce an assortment of items such as institutional mattresses, pillows, towels, and clear security bags.



Restoration
Service

BY THE NUMBERS

558 number of
institutional mattresses
produced and recovered
in FY 2025.



MATTRESSES



PILLOWS



TOWELS



SECURITY
BAGS

UPHOLSTERY



Worker Opportunities

Offenders seek jobs while incarcerated prison for several important reasons:

- In addition to gaining valuable job skills developed through on-the-job training, improving their chances of finding work upon release, they learn “soft skills,” which include a good work ethic, positive interaction with other employees, and pride in their work. Working allows them purposeful and productive time outside their cell, and provides earnings that allow them to purchase items like food, snacks, toiletries, and personal property.
- Many view these jobs as opportunities for personal growth, discipline, and learning. Often, they express their gratitude for the work, are highly respectful to their supervisors, and are committed to maintaining their positions by demonstrating good behavior both at work and in the housing units.



Opportunities for Growth

We are committed to giving our offender employees the **best possible chance for success** upon their release. To support their growth, we recognize the importance of providing additional coaching to enhance their skills and better prepare them for future employment. We believe it is important that in the future we provide additional training in the following areas:

- **Resume Writing**
- **Interview Skills**
- **Communication Skills**
- **Business Expectations**
- **Additional Shops/Businesses**



Community Benefits

The Bureau of Justice statistics reports that **95% of all offenders will be released back into the community***. The American Policy Institute reports that approximately 2000 offenders are released from incarceration each year in SD and that those who are employed are **35% less likely to commit a crime****.

- **Reduced Recidivism** - Offenders who learn valuable job skills and work experience are better prepared for employment, reducing their likelihood of reoffending.
- **Successful Reintegration** - Offenders coming out of a correctional industry gain a greater sense of responsibility as well as confidence that make it more likely to reintegrate successfully into society, becoming more productive citizens.
- **Reduced Tax Burden** - By providing valuable skills and helping develop strong employee habits, the likelihood of consistent employment increases, keeping offenders off assistance programs and reducing the chance of reoffending; both of which are a burden to taxpayers.

* Allison Young, Recidivism in South Dakota, May 05, 2024

** Second Chance Occupational Licensing Reform in South Dakota, Center for Opportunity Now, January 31, 2024 (<https://americafirstpolicy.com/issues/second-chance-occupational-licensing-reform-in-south-dakota>)





Any Questions?



Follow us on social media.