



*Made with Pride on the Inside.*

# Our Mission

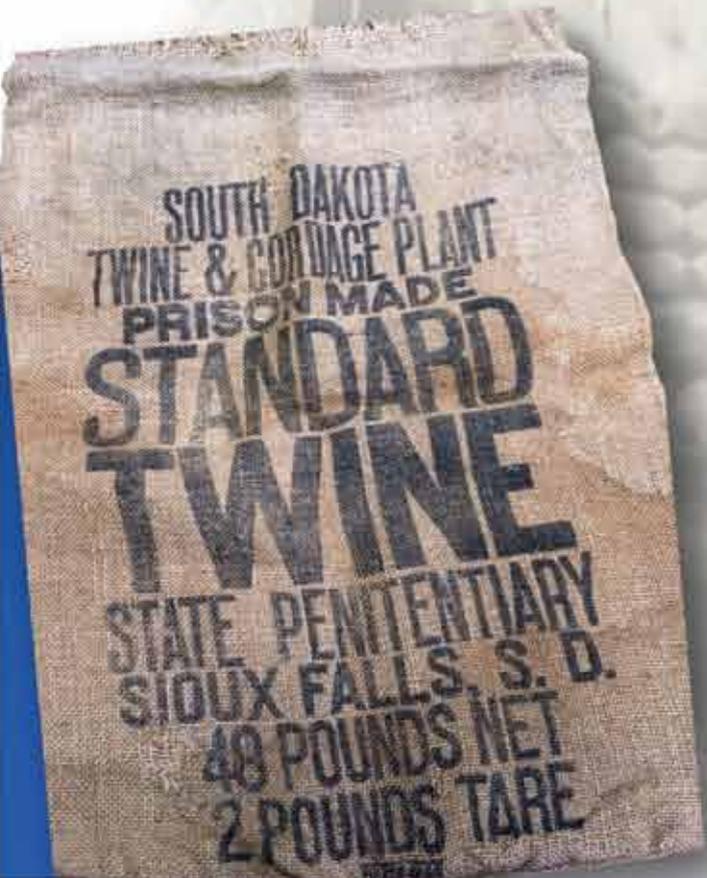
Pheasantland Industries is a self-sustaining program within the South Dakota Department of Corrections that focuses on providing training and employment opportunities for offenders. The program aims to equip participants with marketable job skills while producing unique, valued products for customers.

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# What began in 1890

with the establishment of a small knitting shop has grown into what is today a self-sustaining enterprise encompassing eight traditional industry shops and one non-profit partnership supported by a team of 14 full-time employees and an offender workforce of 153.



# ...Today



## Our Shops

Pheasantland Industries oversees eight traditional industry shops and at the South Dakota State Penitentiary in Sioux Falls, Mike Durfee State Prison in Springfield, and the South Dakota Women's Prison in Pierre.

Our traditional industry shops consist of the following: Braille, Cabinets, Commissary, Garment and Embroidery, License Plates, Print, Sign, and Upholstery.

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## 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



- BRAILLE
- CABINETS
- COMMISSARY
- GARMENT & EMBROIDERY
- 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

# 20,201

number of Braille pages, transcribed and printed, for state-based entities, including the State Library, in FY 25.

# 1,550

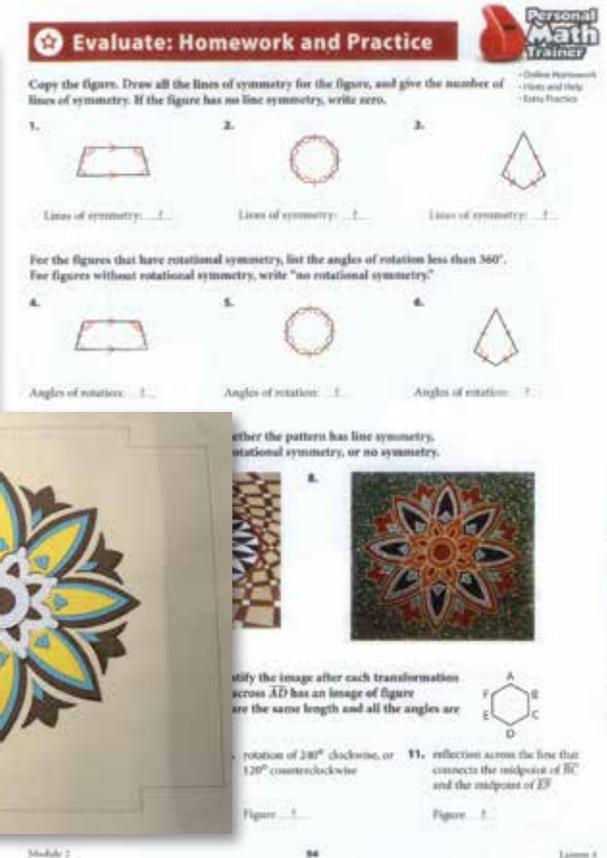
number of Braille business cards produced in FY 25.



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

# Cabinets

Our workers in Springfield build all of the cabinetry featured in the Governor's House program construction and undertake a wide range of projects built to our customers' specifications.



## BY THE NUMBERS

**84** number of full cabinet sets built for the South Dakota Housing Development Authority's Governor's House program in Springfield.



CABINETS

# 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

**117,849**

number of orders processed in FY 25.

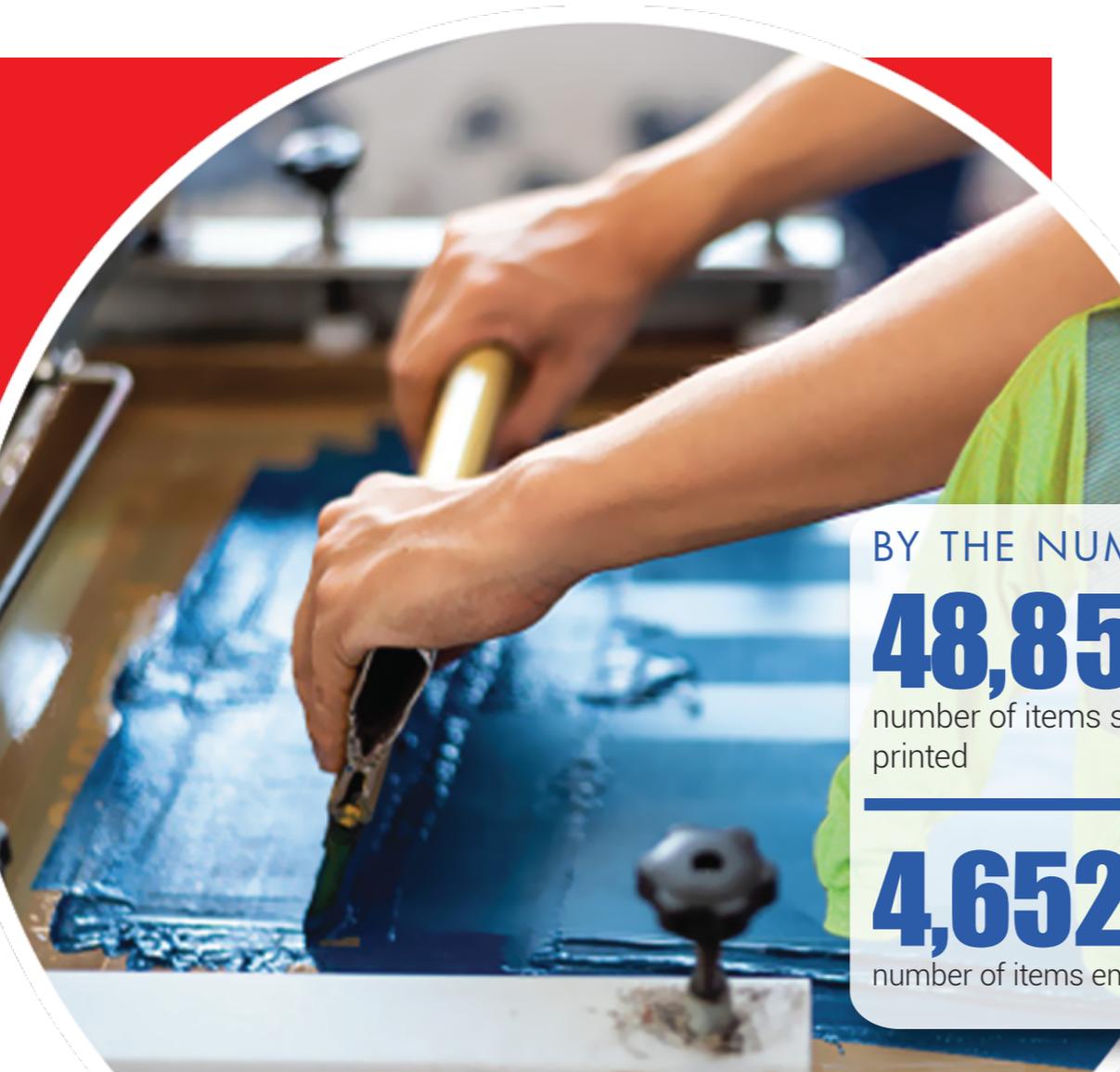
**3751**

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



# Garment

The Garment Shop offers custom screen-printed and embroidered products, such as t-shirts, sweatshirts, and athletic team uniforms, as well as a full line of institutional clothing.



To provide more employment opportunities for our female workforce, the Garment Shop expanded its embroidery operation to the Women's Prison in Pierre.

BY THE NUMBERS

**48,853**

number of items screen printed

**4,652**

number of items embroidered



# 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

**438,388**

number of license plates produced in CY 2025.

**26,175**

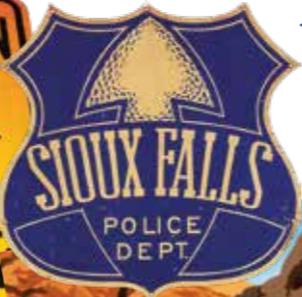
approximate number of decals (snow, boat, IFta, trail pass) produced.





# 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



RESERVED  
PARKING



BY THE NUMBERS  
**\$875,842**  
amount in orders received during  
FY 25.



VEHICLE DECALS



SIGNS

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# 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

**1,749** number  
of institutional mattresses  
produced and recovered in  
FY 25.



MATTRESSES



PILLOWS

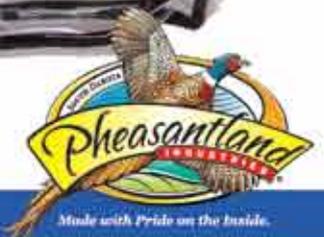


TOWELS



SECURITY  
BAGS

UPHOLSTERY



# Worker Opportunities

## Offenders seek jobs while incarcerated prison for several important reasons:

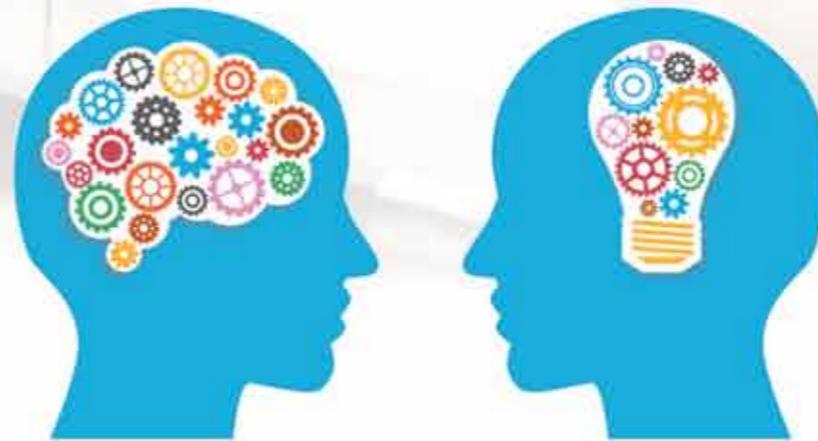
- In addition to gaining valuable job skills developed through on-the-job training, improving their chances of finding work upon release, they learn “soft skills,” which include a good work ethic, positive interaction with other employees, and pride in their work. Working allows them purposeful and productive 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.