



GREATER ROCHESTER, NY REGIONAL ECONOMIC DEVELOPMENT



Greater Rochester Enterprise (GRE), champion of business growth throughout the Greater Rochester, NY region, is proud to report ten project wins thus far in 2024.

Companies such as Graham, Roechling, Rivian, and Toyota Material Handling have collectively announced nearly \$39 million of new capital investments, the creation of 172 new jobs, and the retention of 799 jobs in the Greater Rochester, NY region. GRE assisted these businesses by connecting them to the right people and business growth resources to expand in the region. In addition to these new business announcements, fairlife, a subsidiary of The Coca-Cola Company, and Edwards held groundbreakings over the last few weeks, further proof of the significant growth throughout the Greater Rochester, NY region.

Each of these companies is growing in the Greater Rochester, NY region to tap into the highly skilled workforce, spirit of innovation, and integrated supply chain network that fosters productivity and success. Read more about fairlife, Edwards, and Toyota Material Handling below.



welcome to *Webster, New York!*

Our new production facility, located on approximately 110-acres in Webster, NY, will take in five to six million pounds of raw whole milk per day from local dairy farmers. The construction phase of the project is expected to create 500+ construction jobs and the facility will employ around 225 employees once running at full capacity.

We officially began in late 2023, and our new facility is expected to be operational by Q4 2025, with full capacity by mid-2027.

In accordance with fairlife's broader sustainability strategy, our new facility will utilize improved efficiencies, new hardware and better monitoring that will make tremendous enhancements across our organization to lessen our environmental footprint.



Crack Open the fairlife!

It's time to celebrate. The Coca-Cola Company, and fairlife, a fast-growing ultra-filtered milk brand committed to changing people's lives through nutrition, and numerous state, county, and town government and community partners celebrated the groundbreaking ceremony to support fairlife's new production facility in Webster, NY. This \$650 million expansion, the largest dairy processing facility in the Northeast, will require 80,000 cows to process 5 million pounds of milk daily.

In addition to an abundant supply of quality milk, the GreaterRochester, NY region was selected because of its strategic location close to major markets and highly skilled workforce with expertise in food and beverage manufacturing. fairlife aims to create the most technologically advanced facility in the world and benefit agribusiness throughout the entire region. This groundbreaking marks a significant milestone in the company's mission to provide high-quality, nutritious dairy products to consumers.

GRE continues to support fairlife, facilitating connections between the company's leaders and key regional stakeholders from business, community, and academia. This collaborative effort aims to pave the way for a successful launch and further strengthen the ties between fairlife, the community and the Greater Rochester, NY region's thriving food and beverage manufacturing sector. Read the full press release [here](#).



Another Shovel in the Ground – Edwards Takes Next Step to Establish Facility at STAMP

Edwards has begun constructing its \$319 million dry pump manufacturing facility at Genesee County Economic Development Center's Western NY Science & Technology Advanced Manufacturing Park (STAMP) in Genesee County, NY. The technology Edwards will produce at the new facility is vital to controlling the highly sensitive environment of semiconductor manufacturing.

The decision to establish this facility in the Greater Rochester, NY region was influenced by various factors such as the availability of top-tier talent, world-class R&D resources, access to low-cost hydropower, and the exceptional infrastructure offered at the STAMP mega site. These assets collectively positioned the region as the ideal location for Edward's expansion plans.

We celebrate Edwards' groundbreaking at STAMP and the significant partnership Greater Rochester Enterprise has formed with Edwards leaders and our regional economic development partners to reach this milestone in the company's expansion plans. Read the full press release [here](#).

TOYOTA GROWING IN GREATER ROCHESTER AREA



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WROC 36°
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THE TEAM YOU CAN TRUST

Greater Rochester's Energy Innovation Expertise Attracts Toyota Material Handling North America

Toyota Material Handling North America will create an advanced energy storage solutions R&D facility in Greater Rochester, NY. The company chose Rochester because of the talented workforce and the opportunity to collaborate with New York Battery and Energy Storage Technology Consortium (NY-BEST) and Rochester Institute of Technology to advance innovation in sustainable technology.

As a leader in the energy innovation sector, the Greater Rochester, NY region is the perfect location for the Toyota Material Handling North America to establish an energy storage and fuel cell development center. GRE helped connect Toyota Material Handling North America leaders to economic development partners and the battery and energy storage expertise and integrated ecosystem available in the Greater Rochester, NY region to support the company's growth plans.

Jennifer Lupo, VP of Energy at Toyota Material Handling North America, discusses the company's growth plans, which will include up to 40 new jobs, in this Greater Rochester Enterprise [Why Roc TV interview](#) on WROC-TV Channel 8.

GRE Make Your Mark Interview with Creation Technologies' Stephen DeFalco



Creation Technologies expanded in the Greater Rochester, NY region to better support the development of high-reliability electronics for the medical device, aerospace, and defense industries. Stephen DeFalco, Chairman and CEO of Creation Technologies, discusses the innovations created in the Greater Rochester, NY region that have an impact way beyond this region on the latest episode of GRE's Make Your Mark podcast via iHeartMedia WHAM1180.

Click GRE Podcast image to listen.

Want Fortune 500 Advice to Grow Your Business?
Apply for the GRE Economic Gardening program.

The advertisement features a blue background with a faint image of a city skyline. In the top left, the 'GRE Economic Gardening' logo is displayed in white, with 'GRE' in a large, bold font and 'Economic Gardening' in a smaller font to its right. A yellow-bordered box in the center contains a quote: "Greater Rochester Enterprise runs one of the premier Economic Gardening programs in the country. The National Center for Economic Gardening has made presentations to Harvard JFK School of Government grad students, and we always use the GRE program as the model." To the right of the quote is a circular portrait of Chris Gibbons, a man with short brown hair, wearing a light-colored shirt. Below the portrait is a yellow rectangular box containing the text: "Chris Gibbons Founder National Center for Economic Gardening". At the bottom left of the advertisement, there are three yellow arrows pointing to the right.

Are you looking to accelerate your business growth? The GRE Economic Gardening program can provide your business with the strategic research and support to grow. More than 280 companies have already taken advantage of this nationally recognized program, and now it's your turn.

[Learn more and apply now here](#)

Smart Businesses Grow in the Greater Rochester, NY Region



You're in good company when you're in the Greater Rochester, region. Smart businesses are born here and choose to expand here, thanks to the highly skilled talent, world-class R&D assets, and integrated supply chain that fosters creativity and the commercialization of innovations. Plus, Rochester also has an enviable quality of life. [Contact Greater Rochester Enterprise](#) and connect to the right people and resources to expand your company in the Greater Rochester, NY region.

Please call me if there is anything GRE can do to support your business growth in the Greater Rochester, NY region. Be sure to also follow GRE on [LinkedIn](#), [Facebook](#), and [X](#) to get the latest news about real business growth in the Greater Rochester, NY region.

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