

REAL RECIPE FOR SUCCESS

The numbers don't lie. Food and Beverage companies like The Coca-Cola Company's fairlife, Baldwin Richardson Foods, Constellation Brands, and HP Hood plant their roots in the Greater Rochester, NY region because of its fully integrated supply chain, unlimited water, robust agricultural and technology assets, and a low cost of doing business.

**MAKE YOUR
MARK**
In Greater Rochester, NY

GRE GREATER
ROCHESTER
ENTERPRISE
RochesterBiz.com

120+ million people within 500 miles of the Greater Rochester, NY region means products go from farm to factory to fridge, fast

Image by Matt Wittmeyer

"The Rochester region provided convenient access to both railroads and major highways, as well as proximity to Barilla's customer base in the Northeast."

- Fabio Pettenati
Vice President of Supply Chain, Barilla America

"There's high-quality milk in the region. There's a lot of top talent. The industry, the innovation, the technical experience, the work ethic is all attractive to us."

- Phil LaMothe
Vice President of Manufacturing, fairlife

A BOUNTY OF RESOURCES FOR CULTIVATING INNOVATION

- Fully integrated supply chain includes precision manufacturing, engineering and packaging support
- The Center of Excellence for Food and Agriculture at Cornell AgriTech connects agriculture and food companies with business development resources
- Cornell University and Rochester Institute of Technology provide expertise to support research in agriculture and farming technology, food manufacturing and packaging and food security and nutrition

Greater Rochester, NY: Reap the rewards

MARKET READY SITES

- 54% lower commercial real estate rates than the national average
- Low-cost utilities
- Solid wastewater infrastructure

UNLIMITED FRESH WATER

- Millions of gallons per day in excess water capacity
- Rates well below the national average
- No water rationing or water rights fees

ROBUST TALENT PIPELINE

- Workforce development training programs in food processing technology and agribusiness

#1

MILK-PRODUCING REGION IN NY¹
Third largest dairy-producing state in the US

#3

APPLE-PRODUCING COUNTY IN THE US²

54%

COMMERCIAL REAL ESTATE RATES ARE 54% LOWER THAN THE NATIONAL AVERAGE³

5,500+

REGIONAL FARMS ACCOUNT FOR 29% OF NY'S AGRICULTURAL SALES¹

250

FOOD & BEVERAGE COMPANIES & SUPPLIERS⁴
Including Barilla, Kraft Heinz, Mott's, Wegmans and Constellation Brands

Harvest the key ingredients to grow your business.

Greater Rochester Enterprise connects you to talent and resources that accelerate your business in the Greater Rochester, NY region. Join our thriving community!

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¹USDA Census of Agriculture, 2022. ²2022 Census of Agriculture, based on acreage growth. ³Cushman Wakefield/ Pyramid Brokerage Company Q4 2023. ⁴NYS Department of Labor, 2019