



# FOOD AND BEVERAGE INDUSTRY

*The Greater Rochester, New York Region*

# A MENU OF RESOURCES AND ADVANTAGES

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- **LARGEST MILK-PRODUCING REGION** IN NEW YORK STATE—  
THE THIRD LARGEST MILK-PRODUCING STATE IN THE COUNTRY.

*New York State Department of Agriculture*

- **NEW YORK IS A LEADING WINE-PRODUCING STATE**—  
THE NATION'S SECOND-LARGEST WINE-PRODUCING STATE  
AND THIRD IN GRAPE GROWING.

*MKF Research, 2005*

- **GREATER ROCHESTER RANKS #1** IN NEW YORK STATE FOR  
**WINE PRODUCTION** *Finger Lakes Tourism Alliance*

- **GROWTH ORIENTED**—RANKED AMONG "AMERICA'S 50 HOTTEST  
CITIES" FOR BUSINESS EXPANSIONS AND RELOCATIONS.

*Expansion Management, 2006*

- **IDEAL FAMILY ENVIRONMENT**—THE ROCHESTER REGION IS ONE  
OF THE 10 BEST METROPOLITAN AREAS TO RAISE A FAMILY.

*Child Magazine, 2003*

- **AS A 5-STAR BUSINESS OPPORTUNITY METRO**, THE ROCHESTER  
REGION IS A PREMIER PLACE FOR COMPANIES TO DO BUSINESS  
IN AMERICA. *Expansion Management, 2005*

- **WELL-EDUCATED AND SKILLED WORKFORCE** AND COMPETITIVE  
WAGES. HOME-GROWN TALENT INCLUDES 6,500 EMPLOYED IN  
THE FOOD AND BEVERAGE MANUFACTURING INDUSTRY.



If your company is looking for the ideal spot for a new venture or relocation, look no further than the Greater Rochester, New York Region. Here you will discover a place that is ideally suited for agriculture and food production, plus your company will receive strong support from our public and academic sectors. This is one of the largest wine- and dairy-producing regions in the U.S. In addition, we are home to world leaders in food production. Greater Rochester is grounded in food and beverage leadership. Let yours be our next success story.

## A HEALTHY PERSPECTIVE FOR GROWING FOOD AND BEVERAGE BUSINESS.

Greater Rochester is nestled in a region that was once prized by the Iroquois for an abundance of fish, game, and cultivable soil. So, it is only natural that our area is a leading center for food and beverage production. Here, we have what we believe is the ideal area in which to grow a new business or relocate an existing company. Rochester has more than 100 food and beverage manufacturing companies. This region's location quotient (LQ) is much higher than the national average for both fruit and vegetable preserving (LQ of 3.5) and beverage manufacturing (LQ of 2) relative to its size.

This location is home to numerous leaders in food and beverage manufacturing and retailing including the world's largest wine and spirits company and the retailer named by Fortune as the nation's #1 employer. What attracts and retains companies like this? Consider these facts.

- The combination of rich, fertile land with access to fresh water gives the Rochester Region an incredible supply of fruit, vegetables, and wine.
- Rochester, NY is one of America's best places to live, work, start a business, and raise a family.
- New York has led the way in food-related expansion projects.  
*Conway Data Inc. 2002*
- The Greater Rochester Region is ranked 6th in export sales among 25 peer cities. *International Trade Administration*





## THE IDEAL BUSINESS CLIMATE FOR INNOVATION.

Geographic location, agricultural heritage, and human capital have come together perfectly in the Greater Rochester Region. Our abundance of well-educated and highly skilled people covers the range from competitive labor resources to management and R&D talent. It's the kind of region that's proved very valuable to industry-leading food and beverage companies. So, it's no wonder that such popular foods as JELL-O®, Mott's Apple Juice, or French's Mustard got their start here. Just one area where this spirit of innovation can be seen at work is in our flourishing Finger Lakes wine region which has experienced a surge in its number of resident wineries from just a handful in the 1970s to hundreds today.

If you're in the food and beverage industry, you'll be in good company with innovators like:

- **Constellation Brands**—the largest wine company in the world producing 12 million cases of wine in New York and with diverse worldwide interests in beverage manufacturing and distribution.
- **Wegmans Food Markets**—known for its innovative, high-quality merchandising. The company was recently ranked by Fortune as a top company to work for in the United States.
- **Seneca Foods**—a leading food processor with canned vegetable products in one of every three cupboards in America.
- Industry leaders like **Coca Cola**, **Frito-Lay**, **Heluva Good Cheese**, **Kraft**, **Birds Eye Foods**, **Pepsi**, and **LiDestri Foods** have discovered that this area offers everything necessary for food and beverage manufacturing success.







## PUT YOUR COMPANY ON THE RIGHT MAP.

Fast access to East Coast markets is essential to virtually any company. Greater Rochester delivers the proximity you need to business centers like New York, Boston, Philadelphia, Pittsburgh, Cleveland, and Toronto. In fact, more than one-third of the combined population of the U.S. and Canada live within 500 miles of Rochester, NY.

Consider this in view of the many close-to-home advantages we offer. Greater Rochester is known for an ideal family environment. And while the average national home price is \$225,000, Rochester is a very affordable \$115,000. In addition, high-quality public and private schools abound.

- Excellent quality of life
- Strong commitment to education—five of the nation's top public schools are located here
- Affordable housing
- Motivated, skilled workforce and competitive wages
- Tradition of success and leadership in food and beverage
- Strong agriculture and food production tradition

All this adds up to an ideal climate for food and beverage companies to get ahead. Of course, your company will not be the first to discover this fact. But it could be the next to take full advantage of it.



# The Greater Rochester, New York Region

## A COMMITMENT TO MAINTAINING FERTILE GROUND.

The opening of the New York Wine & Culinary Center in 2006 is another example of why food and beverage is not just another industry, but rather a passion for our region. Located in Canandaigua, the Center is a gateway to New York State food, wine and agriculture. The non-profit organization is an educational resource for industry and consumer audiences, stimulating job growth in hospitality, agriculture, tourism, wine, food, health and nutrition.



The Cornell Agriculture and Food Technology Park

Our commitment to the industry is evident in other ways, too. For example, the Cornell Agriculture and Food Technology Park was established to foster agriculture, food- and bio-based technologies. One of the Park's major purposes is to transfer Cornell University's cutting-edge research and technology to the private sector in order to aid commercial development.

In addition, there are 18 colleges and universities—plus three business schools—that contribute continually to a well-educated workforce. Our people stand ready to help you grow today as well as innovate for the future. This region is eager to help nurture success.

## COME GROW WITH GREATER ROCHESTER.

The Greater Rochester Enterprise team is here to help you grow your business in and around Rochester, NY. We can help you identify funding sources and support organizations and sort through the numerous other resources that'll help your operation succeed. We know how to help companies like yours maximize the business potential we offer.

Find out how our region's vibrant food and beverage economy can combine with our human resources and other assets to give your company a genuine business edge.

Visit us at [RochesterBiz.com](http://RochesterBiz.com) or call 877-805-1770.



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