

# Talk It Up ROCHESTER



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Greater Rochester Enterprise

Spring 2015

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## LIDESTRI FOODS AND G'S FRESH CREATE PARTNERSHIP TO BRING 140 NEW JOBS TO ROCHESTER

*Love Beets USA to be located at  
Eastman Business Park*

Are you ready to Love Beets?!

LiDestri Foods Inc. of Fairport and G's Fresh Ltd. of the United Kingdom have partnered to form Love Beets USA LLC, a \$17 million Rochester, N.Y.-based joint manufacturing venture for the processing and packaging of fresh, marinated and organic beets and beet products. G's Fresh, which currently produces Love Beets abroad, will invest in the new partnership and leverage LiDestri's leadership in the food industry to produce its popular product in Rochester and expand distribution throughout the U.S. The newly formed company will be located at the LiDestri Foods manufacturing complex at Eastman Business Park in Rochester and is slated to begin operations in November 2015.

"With the accelerating growth of Love Beets, G's and LiDestri have joined forces to vertically integrate the production of Love Beets in the U.S., using U.S.-grown organic beets, a move that would bring significant logistical cost savings to the brand and new jobs to Rochester," G's Fresh Ltd. U.K. Chairman John Shropshire said.

Love Beets is slated to create 50 new full-time positions by year's end, increasing to 140 within five years. Additionally, local growers are expected to benefit from sharply higher demand for organic beet crops and the opportunity to move their products into new markets and increase sales. Love Beets has a goal of having the majority of its beets sourced by New York State farmers.

Greater Rochester Enterprise President & CEO Mark S. Peterson said "G's Fresh was drawn to our region's rich agricultural assets and extensive food processing expertise. They have found an exceptional partner in LiDestri Foods to help accelerate the growth of Love Beets' entry into the U.S. market."

The economic support and assistance from local and state agencies was a critical factor in locating the Love Beets processing plant in Rochester. New York State, through Empire State Development, will provide a \$1 million capital grant, up to \$1.5 million in Excelsior tax credits and a low-interest loan.

Both G's Fresh and LiDestri are similar in size and makeup, as both are multigenerational family-owned private enterprises. The \$17 million project will establish a new 100,000-square-foot beet processing facility, including installation of machinery and equipment and the construction of a new wastewater sewage line.

"This joint venture represents a very unique and holistic opportunity to develop a vertically integrated supply chain in Western New York and to bring significant agricultural benefits to the region," LiDestri CEO Giovanni LiDestri said. "Once established, the relationships to local farmers, access to organic fields and beets, and the subsequent centralized processing of the crop will not be easily duplicated elsewhere."

Empire State Development President, CEO & Commissioner Howard Zemsky said: "This project is a big win for the region. With G's Fresh partnering with Fairport's own LiDestri Foods, Love Beets products will create processing jobs in the Rochester area and help regional farmers."

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# New Research Shows Opportunities to Grow Local Business Through International Trade Remain Strong



## Nationally Recognized Economist to Deliver Findings on the State of Global Markets and Effects on Local Industries at GRE's 2015 Upstate N.Y. Trade Conference

The potential to grow local businesses through international trade remains strong, according to new research released by Wells Fargo.

In its annual International Business Indicator survey, Wells Fargo found that business leaders across the country continue to foresee international commerce as a key component in fueling economic activity in the U.S., especially in regions like Upstate New York, which are uniquely geared to capitalize on international opportunities for growth.

To help even more regional companies enter foreign markets, Greater Rochester Enterprise (GRE) invites business leaders to attend its 2015 Upstate N.Y. Trade Conference, where they'll gain access to expert counsel on international strategy, emerging markets, cross-border management, foreign-trade zones, export compliance and trade finance.

"As a top exporting region per capita, Rochester-area business leaders need to be fully prepared to capitalize on international trade opportunities to preserve local economic momentum," GRE President & CEO Mark S. Peterson said. "With the international experts and resources available at our Upstate N.Y. Trade Conference, we hope to provide local companies with the support they need to expand their business beyond U.S. borders."

At the conference, Nick Bennenbroek, managing director and head of currency strategy at Wells Fargo Securities LLC, will provide further insight into his company's International Business Indicator survey and discuss global economic trends during his keynote address, "The State of Global Foreign Exchange Markets." Bennenbroek makes frequent appearances in national business media, including Bloomberg and CNBC, and his research is often featured in *The Wall Street Journal* and other financial publications.

In addition to Bennenbroek's address, various panel discussions and breakout sessions will be tailored to meet the needs of growing industries. Other keynote presentations include:

- **"Increasing Revenues Through Globalization: How They Thrive in a Global Economy"** — a panel discussion with leaders of key regional firms that have achieved international success. Executives at CooperVision, CentriLogic and SEKO Logistics will outline the path forward for area companies seeking to grow globally.
- **"Going Global at Home"** — Kevin Haehl, general manager for North America at Unither Pharmaceuticals, will discuss obstacles and opportunities facing U.S. businesses that are acquired by international companies.

Registration is now open for the conference, which is scheduled for June 18, 2015, in Rochester, N.Y. For more information and to register, please visit [RochesterBiz.com](http://RochesterBiz.com).

## Hubble Celebrates 25 Years — with help from Rochester, N.Y.

By Leonor Sierra, University of Rochester | Contributions by NASA and Greater Rochester Enterprise

The Hubble Space Telescope was launched 25 years ago, on April 24, 1990. The images it has been sending back to Earth for all these years have become iconic, and yet it came very close to being a billion-dollar failure.

Hubble's first pictures were blurry, and it soon became clear there was a major flaw in one of the mirrors. NASA needed help to avoid what could have been a devastating embarrassment, so it turned to Rochester, the imaging and optics capital of the world.

They called in Duncan Moore, currently the Rudolf and Hilda Kingslake Professor of Optical Engineering at the University of Rochester, and he became one of the heroes who rescued Hubble and made it a great science success story.

Moore chaired the Hubble Independent Optical Review Panel, organized in 1990 to determine the correct prescription for the Hubble Telescope. This group of scientists and engineers had to determine how to fit corrective optics to solve Hubble's troubles, similar to the way people wear glasses to fix eyesight problems.

Moore explains that his team found the conic constant of the primary mirror — a figure that measures the shape of the mirror and should have been -1.0023 — was in fact significantly different. The question was how different.

If this mirror had been back on Earth, determining the conic constant would have been a fairly standard measurement, Moore says, but because the telescope was out in space, it took several teams an entire year to find an answer. Against high technical odds, political machinations and severe budget limits, the panel found the grinding of the mirror had been slightly off and that the constant was -1.0139. With this figure in hand, a solution could be devised and the Hubble brought back to life.

One of Moore's former students at U of R, Lee Feinberg, was a key member of the team that implemented the fix that Moore's team prescribed. In December 1993, during Hubble's first servicing mission, astronauts installed the corrective optics — and Hubble was able to deliver clear, crisp and compelling images of the universe.

Twenty-five years later, it continues to provide images that influence how we view and imagine space.

Feinberg is now the telescope manager for the James Webb Space Telescope, and Moore chairs a critical James Webb Telescope committee. With the help of multiple local companies that are working on the James Webb project, such as Exelis and Micro Instrument Corporation, they're working to ensure the success of what's become known as Hubble 2.0, and they're maintaining Rochester, N.Y.'s place as an epicenter for optics ingenuity.



# 5 GAME-CHANGING INNOVATIONS FROM ROCHESTER, N.Y.

Pick an industry, a product, a treatment or a service and you can bet that somebody in the Greater Rochester, N.Y. Region found a way to make it better, smarter, stronger or faster. That's because being innovative is what we do. And it's what we've been doing for more than a century. From legacy companies like Xerox, Bausch & Lomb and Eastman Kodak to today's leading-edge, highest-high-tech companies, the Greater Rochester Region innovates like no place else. The following tip-of-the-iceberg examples give a hint at what we've got going on.

## HEADS UP

The brainiacs at Blackbox Biometrics pioneered a wearable system to measure concussive forces for our troops. Booya! Linx IAS puts that battle-tested tech on the playing field, providing real-time data and analysis of potential impact-related injuries. Play on!

## A SHOT IN THE ARM

Researchers at the University of Rochester Medical Center created a cancer-preventing HPV vaccine and are now working on an oral vaccine to prevent HIV infection. Just another day in Greater Rochester, the place known for breakthrough leadership in the life sciences.

## FOR YOUR EYES ONLY

Video-display eyewear from Rochester's own Vuzix tops the must-have list for trendsetting technophiles. Military folks, video gamers, and average Janes and Joes are seeing the benefits of Vuzix's innovative systems, including the V-720 Mobil Gaming Platform that took home the CES Innovation Award. When it comes to optics, the Greater Rochester Region is clearly better.

## YOU ARE HERE

Lost? Don't blame Exelis Geospatial System. This Rochester-based company transmits the mapping data that makes your GPS your favorite traveling companion. Exelis payloads have been aboard every GPS satellite ever launched, without a single mission-related failure due to Exelis equipment. Too bad it can't do the driving for you. Yet.

## GET THE POPCORN

For generations, Kodak was Hollywood's go-to company for film stock, so when IMAX wanted to up its game, it naturally came to Rochester, the Imaging Capital of the World. IMAX bought 50+ Kodak patents and hired 30 former Kodak scientists and engineers, and before you can say "Action!" they're rolling out laser-based video projection technology for visually stunning films like "The Hobbit."



## PRESIDENT'S MESSAGE



Here's an interesting fact that I didn't know until recently — apparently, the Rochester region's dirt is perfect for growing all sorts of wonderful things, especially organic beets.

It's one of the reasons a United Kingdom-based company, G's Fresh, was attracted to Rochester. It will be partnering with LiDestri Foods to form Love Beets USA, a joint manufacturing venture for the processing, packaging and distribution of fresh, marinated and organic beets

and beet products throughout North America.

Capitalizing on the region's strength in agriculture and food processing, the \$17 million project will establish a new, 100,000-square-foot facility at Eastman Business Park that will be fully equipped with the machinery necessary to take local beets to market. The partnership is expected to create 50 new jobs by year-end and up to 140 jobs here within five years.

This new enterprise will ignite tremendous synergies for the two partner companies, as well as our agricultural and food processing industries. It's an opportunity for LiDestri to diversify its portfolio into manufacturing beet products and utilize excess capacity at its Eastman Business Park site. Our region's farmers now have a willing buyer for locally grown beets. And G's Fresh has a new manufacturing facility in the U.S. This is a perfect example of a real win-win-win for our regional economy and each of the business partners.

Beyond the fertile land, G's Fresh was attracted to Rochester because of the opportunity to work with the senior leadership team at LiDestri Foods. Both companies are privately held, family-owned operations with similar values and approaches to customer service. In addition, the world-class infrastructure at Eastman Business Park, including an on-site power plant, helped seal the deal.

Eastman Business Park has been a magnet for new development, currently home to more than 50 tenant businesses and employing approximately 6,500 individuals. And through Governor Cuomo's Regional Economic Development Council (REDC) process, Eastman Business Park has consistently remained a top-priority project. This latest announcement of Love Beets USA's expansion at the park underscores the importance of leveraging our unique assets to gain competitive advantages in economic development.

As we embark on the fifth round of the REDC process, we're calling on all residents of the Greater Rochester region to become more deeply engaged in the process. We have a unique opportunity before us this year, and we need the community's support.

Through the Upstate Revitalization Initiative, our region is pursuing a bonus capital infusion of up to \$500 million to bolster our economy and foster sustainable, long-term growth. A high level of community engagement will demonstrate to state leaders that Rochester should be awarded the funding to support transformative, innovation-rich projects that will improve quality of life for generations to come. We encourage you to participate and engage in the public forums, which will be held throughout the next several months. Visit [Rochesterbiz.com](http://Rochesterbiz.com) for more information.

As we continue to build on the numerous strengths that abound throughout the Greater Rochester Region, let's hope we can dig more dirt at some new groundbreaking ceremonies!

Best Regards,

A handwritten signature in black ink that reads "Mark S. Peterson".

Mark S. Peterson  
President & CEO  
Greater Rochester Enterprise



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#### CONTACT US

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[RochesterBiz.com](http://RochesterBiz.com)



# ROCC YOUR WORLD

It's not the size of the region that matters, but what it can accomplish. We pump out more patents per resident, and we've got more brains trained to excel in this knowledge-based economy than communities three times our size. The talented people in the Rochester, N.Y. Region are powering incredible innovations — cancer-preventing vaccines, fuel-cell prototypes and the technology supporting missions to Mars. It's the innovative hub that inspired PepsiCo, ITT Exelis, Brand Networks and other future-focused companies to expand here.

**GET IT ON IN THE GREATER ROCHESTER, N.Y. REGION**