

## Growth Opportunities for Food Processors in Vineland, NJ

The City of Vineland's pro-business approach and critical resources for food processors continue to attract new companies looking to expand their Northeast presence.

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Del Rey can provide customers organic avocados year-round, giving them a significant competitive advantage in the marketplace.

As food processing companies grow, they look for critical resources in pro-business communities. With a focused economic development strategy, the City of Vineland, New Jersey, has built a diverse economy which includes a thriving food processing sector. Located in the heart of the Northeast corridor with millions of potential customers, the city offers both an affordable business location and an excellent quality of life.

"Selecting the perfect location is a key component of any strategic business model," said Mayor Anthony Fanucci. "Companies look for the right blend of incentives, workforce, logistics, and business climate to be successful. Vineland offers this, and much more."

Critical resources for food processors include access to rail; several trucking operations; low-cost electric, water, and sewerage rates through the Vineland Municipal Utilities; and nearly 30 percent of New Jersey's cold storage capacity.

These advantages and the city's pro-business approach continue to attract new companies looking to expand their Northeast presence. Companies like California-based Del Rey Avocado now serve customers from Maine to the Carolinas, and West to the Missouri Valley from their 60,000-square-foot Vineland plant. Likewise, Florida-based Pero Farms is constructing an 118,400-square-foot facility that will employ over 200. "We are excited at the prospect of building Pero's presence in the Northeast and see Vineland as a strategic point for meeting the growing demand for our products," said President and CEO Frank Pero.

While Vineland officials are excited about the present, they are preparing for the long term. The city recently formed a public-private partnership to develop a third industrial park covering 285 acres. "We are transforming an underutilized property into a substantial redevelopment initiative, which will enable us to satisfy current needs and to pursue exciting new opportunities for the future," Mayor Fanucci concluded.