



With Coronavirus fears on the rise, toilet paper, cleaning products, hand sanitizer and face masks aren't the only items on the necessity list. Consumers are stocking the cabinets, refrigerators and freezers in preparation for possible home quarantine, be it by choice or mandate. And while restaurants and other public eateries—particularly those that don't deliver—may suffer in what we all hope is the short-term, many grocery lists have gotten a lot longer. From chicken and macaroni to bread, butter, coffee and frozen foods, supermarket shelves are emptying at a pace faster than many of us anticipated.

So while we all vacation on the couch for a bit, read on to discover some of the locations primed to help prepare whatever it is we're biting.

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**By the BF Staff**

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## VINELAND, NJ: A GREAT PLACE FOR FOOD PROCESSING OPERATIONS

Selecting the right location is a key component of any strategic business model. Companies have to look for the right blend of resources, workforce and business climate. The City of Vineland, New Jersey, offers these advantages, and more, to food production, processing and related industries looking for a place to expand or relocate. Home to some of the world's most recognizable brands, including Tyson Foods, Archer Daniels Midland, RICH Products Corporation and Hanover Foods, Vineland provides easy access to one of the most affluent markets in the world with more than 38 million consumers located within 150 miles. Vineland offers both an affordable business location and an excellent quality of life. At over 69 square miles, it is the largest city in New Jersey, with a unique mix of both urban and rural settings. There are two thriving industrial parks, with a third being developed. Additionally, per acre land prices and labor costs here are generally lower than most other northeast locations.

“Vineland truly does stand out in terms of location and accessibility to major markets, municipal infrastructure, support services, state and local incentives and very competitive operating costs, all of which are necessary ingredients for a healthy and profitable business climate,” said Mayor Anthony Fanucci. “A strong work ethic thrives in Vineland, and employers will find a productive and stable workforce. Companies can draw from a multi-county region that includes a labor force of over 300,000, making the pool of potential manufacturing workers especially deep.”

Vineland offers a strategic location between New York and Washington, DC, and easy access to a network of major roadways, providing companies with convenient links to any destination across the country. With competitive rail service, several well-respected third-party logistics providers operating from the city and air freight service and port facilities just a short drive away, food processing companies considering Vineland as a location have cost-effective domestic and international supply chain options.



*RLS Logistics provides food processing operations in Vineland, NJ, with integrated cold chain warehousing and transportation solutions to all 48 contiguous states on a guaranteed weekly sailing schedule.*

One such provider is RLS Logistics, which specializes in temperature-controlled LTL and TL transportation, warehousing, packaging and e-commerce fulfillment services. RLS can provide Vineland food processing operations both frozen and refrigerated service to all 48 contiguous states on a weekly schedule, and is an approved Third-Party Consolidator for Walmart suppliers. Nationwide, the company maintains nearly fifteen million cubic feet of cold storage capacity. Their Vineland and Newfield locations contain approximately nine million cubic feet of cold storage and over 26,000 racked pallet positions,

with additional room to grow. They recently added a new dry warehouse location in Vineland to augment their service capabilities.

“These facilities are in close proximity to all major east coast ports and highways allowing us to serve international clients in a cost-effective manner, and achieve faster transit times throughout the northeast,” said Ken Johnson, RLS Executive Vice President, Warehousing Group. “All of our temperature-controlled operations are GFSI certified for storage and distribution by the British Retail Consortium (BRC) and comply with all government and USDA regulations. By partnering with RLS for their logistics needs, food companies of all sizes can avoid huge capital investments in facilities and equipment, ship products faster and reduce freight costs, all while not compromising on product quality.”

“Business development is a collaborative effort,” said Vineland Economic Development Director Sandy Forosisky. “The Department of Economic Development offers ‘Business Concierge Service,’ which is designed

to make expansion and relocation projects easier. We are a clearing house for information, while acting as a liaison to city government, as we help guide developers smoothly through the permitting and licensing process. Additionally, we are able to provide assistance through our successful Urban Enterprise Zone revolving loan fund when additional capital is required to move a project forward.”

Vineland food processing operations produce a variety of products, from Italian meatballs, Philly cheese steaks and European pastries; to soups, foodservice bases, stews and gravies. City officials currently are working with representatives of Rovagnati, which is based in Biassano, Italy, to bring a production and wholesale distribution facility to Vineland which would produce salami, bresaola, prosciutto and mortadella. The project’s \$5 million, 64,000-square-foot first phase facility recently received site plan approval.

“Rovagnati is a pioneer in the production of Italian specialty meats, producing some of the finest quality products in the world,” Mayor Fanucci said. “We are thrilled that they have selected Vineland to become a hub for their United States distribution. They are an extraordinary company, with a customer-centered corporate philosophy that we are proud to welcome to our community.”



*The new 170,000-square-foot Kopke Fruit Warehouse and Distribution facility in Vineland, NJ, will import and process fruit from around the world, including Chile, Peru, Argentina, South Africa and Mexico for distribution throughout the United States and Canada.*

However, the city’s fastest growing niche is in the processing and distribution of fresh fruits and vegetables. The newest arrival is Kopke Fruit, which recently completed construction of a \$20 million, 170,000-square-foot facility on a 23-acre site. The company imports the finest fruits from all over the world for distribution throughout the United States and Canada. “Vineland is a good location for our operations because it is close to the ports of entry where all our fruit arrives,” said Kopke President and CEO Michael Myers. “The availability

of lower cost electric through the city owned municipal utilities was also a critical factor because it is one of our biggest overhead items.”

“But the primary reason we made the final decision to build in Vineland was how we were treated throughout the process. All of the city departments were incredible in how they assisted us to achieve the successful roll out of our new facility. They should all be commended for the excellent work they did on our project. We see the future here as an open canvas. We want to build on our success, and look forward to many ventures with the Vineland community,” Myers said.

“When companies are making commitments and investments of this kind, it shows they have a real interest in our community. We are excited to be a partner and do all we can to help create an environment for long-term success,” Fanucci concluded.

Discover what sets Vineland apart. Its one-day access to millions of potential customers, low cost of doing business, a city government eager to help and an outstanding quality of life make Vineland an attractive place to expand your current operations or start a new enterprise. For more information, please contact City of Vineland Economic Director Sandy Forosisky at (856) 794-4100, or by e-mail at [sforosisky@vinelandcity.org](mailto:sforosisky@vinelandcity.org).