



NEW YORK STATE SENATOR

Robert G. Ortt

## Canadian Company Pride Pak Operations Are Up and Running in Orleans County

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MEDINA – Empire State Development announced today that Pride Pak, Inc. has opened the doors on its new 68,000 square-foot facility on 13 acres in the Medina Business Park.

Pride Pak, Canada's largest fresh fruit and vegetable processor, will ultimately invest up to \$30 million on the state-of-the-art complex in Orleans County in order to be closer to its U.S. customers. The company has committed to creating 200 new jobs at the site. The Governor

announced Pride Pak's plan to build in the Finger Lakes region last November.

The new Pride Pak site currently has 40 workers and could reach 200 when the the company is at full build-out with two more buildings.

In 1984, CEO Steven Karr started Pride Pak Canada, Ltd. in an effort to service what he saw as Canada's growing demand for high quality, easy to use fresh food. Expansion in to Newfoundland in 2006 established Pride Pak as the industry leader in the value-added produce industry. The company's long-standing relationship with Wegmans Food Markets was the stimulus for Pride Pak's move to the U.S.

**Pride Pak CEO Steven Karr said,** "We are very much looking forward to this next chapter with our partners at Wegmans. The cooperation we have received from the state has been tremendous and I cannot emphasize enough the value of doing business in Orleans County and the Finger Lakes where they are very welcoming to new business."

As the industry leader in organic and conventional value-added produce processing, Pride Pak Canada currently exports 35 percent of its product to the U.S. All of Pride Pak's produce is packed fresh, not frozen. They provide fresh-cut fruits and vegetables and specialty salad blends to food service operations and retail establishments, including Wegmans Food Markets, Inc.

**Wegmans Food Markets CEO Danny Wegman said,** "Wegmans is completely committed to supporting agriculture and food production partnerships like this one in an effort to grow jobs. The agriculture and food production industry is a key driver of our regional economy. The new Pride Pak facility will help create opportunities for farmers, and will create food production jobs in our region, thus helping to shape the food industry here and helping to ensure its vitality for years to come."

Phase One of Pride Pak's Medina operation will be dedicated to the production of organic baby salad green blends, expressly for Wegmans. Karr says Phases Two and Three will include the addition of conventional fruit and vegetable processing, with the company sourcing carrots and other root vegetables from local farm operations.

When fully operational, Pride Pak expects about 45 truckloads of produce each month. The organic vegetable by-product, about 220 tons monthly, will be delivered to local livestock farms and used as animal feed and fertilizer.

Canada's largest fruit and vegetable processor chose to locate their U.S. headquarters in the Finger Lakes region thanks to Governor Cuomo's emphasis on Upstate revitalization through the Finger Lakes Forward strategic plan and through other local support efforts. Empire State Development, provided up to \$2 million in Excelsior tax credits in return for job commitments to move the project forward.

**Empire State Development President, CEO & Commissioner Howard Zemsky said,** "Pride Pak is a highly successful international company and their decision to grow its operations in New York State is a tribute to the concrete economic opportunities available here for companies looking to take their business to the next level. Under Governor Cuomo's leadership, New York State has significantly improved the business climate, resulting in job creation in turn which fuels economic opportunities."

The New York Power Authority also provided an allocation of low-cost hydropower to Pride Pak in return for job and capital investment commitments. The Town of Shelby also received a \$750,000 award from the New York State Office of Community Renewal to assist Pride Pak.

**James S. Rubin, Commissioner of New York State Homes and Community Renewal said,** "HCR's award of Community Development Block Grant funds will be used for machinery and

equipment, and will create 80 jobs for working families. This is another example of Governor Cuomo's efforts to revitalize the upstate economy and encourage innovative businesses like Pride Pak to expand operations in New York."

**State Senator Rob Ortt said,** "The new Pride Pak facility is an impressive addition to Orleans County and the entire region. Pride Pak has been making a positive impact on communities, employees and consumers in Canada for over 20 years and we are happy they chose to make Medina and Orleans County their home in the U.S."

**Assemblyman Steve Hawley said,** "I am passionate about local economic development and ushering in new businesses to our area, and it is exciting to see such a large company that directly supports Western New York's agriculture industry begin operation here in my Assembly District. Pride Pak is an amazing company with a great reputation and its development aims to bring hundreds of jobs, fresh produce to support our local retail industry, and recycled material for our farmers. I am proud to have worked with New York State Economic Development and local leaders to see this project through, and I have faith that investments like these will attract other businesses to set up and expand in our state."

**Dave Callard, Chairman of the Orleans County Legislature said,** "All of us here in Orleans County are so very excited about the commitment being made by Pride Pak and their beautiful newly constructed facility. Our team continues to work very hard to develop the kind of business friendly environment needed to attract great companies like Pride Pak to our community. This is an excellent opportunity for a wonderful long term partnership with Mr. Karr and his team."

**Mike Sidari, Mayor of the Village of Medina said,** "Pride Pak has already become an extraordinary corporate citizen and valued member of our community. We take pride in the fact that the Village of Medina is always welcoming to new businesses and that Pride Pak

has chosen Medina for its new corporate headquarters in the United States.”

Pride Pak is currently accepting job applications and those interested can apply directly at Pride Pak or through the Orleans Center for Workforce Development in Orleans County.