

Empire State Development News

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UPSTATE NIAGARA COOPERATIVE REINVESTS IN ROCHESTER

Organic milk is the leading growth segment in the fluid-milk category of the dairy industry

Empire State Development recently offered Upstate Niagara Cooperative, Inc., a Manufacturing Assistance Program grant of \$125,000 for the company to reinvest in Rochester and retain 165 employees in their facility. Upstate Niagara operates milk processing and distribution centers in Buffalo and Rochester, a cultured products plant in West Seneca, distribution centers in Syracuse and Watertown, and a membership division located in Batavia.

Upstate Niagara Cooperative, Inc., owned by over 400 local, family farms in the Western New York State area, is a food and beverage cooperative that has made high-quality dairy products since 1965. Upstate Niagara markets a wide variety of innovative products including milk, dip, ice cream mix, yogurt, and flavored milk, under the Upstate Farms[®], Wendt's[®], Bison[®], and Intense[®] brands.

Organic milk is the leading growth segment in the fluid-milk category of the dairy industry. Sales in the United States have enjoyed a 10% growth, meaning that consumption would double every 7.2 years. It currently is a \$900 million business in the U.S. alone.

"With the state's current economic condition, it's especially vital that companies, like Upstate Niagara remain competitive. Products manufactured in Upstate Niagara's Buffalo and Rochester facilities reach consumers throughout New York State and Northern Pennsylvania as well as other East Coast regions," said ESD Upstate President Dennis Mullen. "ESD is committed to not only bringing in businesses and supporting job growth, but to helping those companies, like Upstate Niagara, continue to thrive in their New York home."

"This growth, coupled with the popularity of Upstate Niagara's high quality products, has made it necessary for our cooperative to invest into updating and expanding our facility in Rochester," said Upstate Niagara Cooperative, Inc.'s Chief Operating Officer, Larry Webster. "This investment will allow us to continue to serve our customers and consumers with the same relentless commitment they got accustomed to expect from our cooperative, for generations."

Empire State Development is New York's chief economic development agency. ESD also oversees the marketing of "I LOVE NY," the State's iconic tourism brand. For more information, visit <http://www.nylovesbiz.com/>.

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