Home to some of the world’s leading food companies, New Jersey has a long, rich history in the food industry. Campbell Soup Company has called Camden home since 1869 and continues to invest in its headquarters and the local community.

Arizona Beverages has been brewing America’s No. 1 tea and juice-drink brand – Arizona® Iced Tea – from its manufacturing and distribution facility in Woodbridge since 1992. The company is doubling the size of its New Jersey facility to introduce new products.

Goya Foods, the largest Hispanic food company in the U.S., has been a cornerstone of the State’s business community since 1936. In April 2015, Goya unveiled its new state-of-the-art corporate headquarters and warehouse/logistics facility in Jersey City as part of a $250 million investment at 3 New Jersey facilities.

These are just a few of the name brands that are part of New Jersey’s thriving $126 billion food industry and agriculture sector including thousands of food manufacturers, distribution centers, retailers, restaurants and farms.
STRATEGIC LOCATION AND MARKET ACCESS

New Jersey’s assets make it a natural fit for the food industry. Strategically located in the heart of the U.S. Northeast Corridor, the State provides easy access to one of the most affluent consumer markets in the world. Within a 2-hour drive, a distribution center in central New Jersey can serve more than 22 million consumers who collectively have nearly $800 billion in disposable income. That is a big reason why many companies that rely on same-day deliveries, like Jet.com and HelloFresh, are choosing New Jersey locations.

The State’s strategic location and transportation infrastructure also are primary reasons why Wakefern Food Corporation, the nation’s largest retailer-owned cooperative, and Atalanta, the largest privately-held food importer in the U.S., are growing in New Jersey. Access to an extensive highway and rail network, and 5 international airports including Newark Liberty International airport, the Port of New York and New Jersey, the third largest port in the nation and the largest and busiest maritime cargo center on the East Coast, makes it easy for food companies to import and export their products from around the world.

Many food companies are equally attracted to the State’s real estate, which offers them a good deal more space for their money than neighboring New York City. For example, Junior’s Cheesecake, a company that manufacturers quintessential New York products, made the move to New Jersey, where competitively priced space for manufacturing and distribution facilities is widely available.
A HIGHLY EDUCATED WORKFORCE

New Jersey has one of the most highly-educated workforces in the nation, with more scientists and engineers per square mile than anywhere in the world. As a result, big brands, including Pinnacle Foods and Unilever, not only have headquarters and distribution facilities in New Jersey, but R&D and innovation centers as well. In fact, decision makers at Nestlé Health Science, the subsidiary of the Swiss food and beverage giant, chose New Jersey for their new headquarters and R&D facility, citing the “commercial and technical competence” of the State’s workforce as a key factor in the company’s decision.

The availability of top talent also has been a factor in the growth of other food sectors. For example, New Jersey has become home to the world’s leading flavor, fragrance and ingredient manufacturers, including ten of the top ten companies worldwide. At last count, this sector totaled 128 firms that collectively had gross annual sales of $5.2 billion.

Fueling the food industry’s talent pipeline are New Jersey’s 63 colleges and universities, including Rutgers, the State University of New Jersey. Rutgers offers a number of highly specialized programs for the food industry, including the award-winning Rutgers Food Innovation Center in Bridgeton.

The Food Innovation Center is a unique food business incubator that offers client companies training, research and business support. It also offers a state-of-the-art USDA and FDA-inspected food processing facility to help start-up and established food companies grow their product offerings and test for U.S. production. The Food Innovation Center has served more than 1,500 clients since 2001. It is the only food incubator in the world with a “Soft Landings” designation from the International Business Innovation Association, recognizing its expertise in serving foreign companies interested in expanding into the U.S. market.
INCENTIVES TO SUPPORT GROWTH

New Jersey streamlined its financial incentive programs through the 2013 Economic Opportunity Act, which has made it easier for companies to qualify for fully transferable tax credits. Companies may qualify for tax breaks by creating as few as 25 full-time jobs (10 for new technology startups and manufacturing businesses). The following program may be especially useful to New Jersey food companies:

**Grow New Jersey Assistance Program (Grow NJ):** Provides tax credits ranging from $500 to $5,000 per job, per year, for up to 10 years, with numerous bonus credits each ranging from $250 to $3,000 per job, per year if the project meets certain requirements. Maximum awards can reach as high as $15,000 per job, per year, and projects can earn up to $350 million over 10 years in certain targeted locations.

“SECAUCUS HAS BEEN HOME TO GOYA FOR ALMOST 40 YEARS. IT WAS IMPORTANT FOR US TO STAY IN NEW JERSEY AND TO CONTINUE TO MAKE A STRONG IMPACT ON THE COMMUNITIES THAT WE SERVE IN THE METRO AREA AND BEYOND. WE BELIEVE THAT IN OUR NEW SPACE, GOYA WILL CONTINUE TO DELIVER THE BEST POSSIBLE SERVICE TO OUR LOYAL CONSUMERS AND CUSTOMERS.”

Peter Unanue, Executive Vice President, Goya Foods
OTHER RESOURCES FOR FOOD COMPANIES

Loans, Loan Guarantees, Bond Financing and More: The New Jersey Economic Development Authority proffers a wide range of programs that provide access to capital for meeting the specialized needs of manufacturing companies large and small.

Manufacturing Equipment and Employment Investment Tax Credit: New Jersey manufacturers may qualify for a tax credit for the acquisition of manufacturing equipment and/or for an increase in New Jersey employees due to that equipment investment.

New Jersey Manufacturing Extension Program (NJMEP): The NJMEP program provides technical and management solutions to assist manufacturing companies to become more productive, profitable and globally competitive.

New Jersey’s Food Industry Talent Network (FITN): The FITN, led by the Rutgers Food Innovation Center, builds partnerships by connecting the manufacturing industry with businesses, educational institutions, workforce organizations, training groups, and community-based organizations to develop and support advanced manufacturing in the Garden State and formulate strategies for competing at the regional, national, and global levels.

Skills Partnership Grants: Customized training grants provide employers up to 50% cost reimbursement assistance to train employees to meet current and future skills requirements. Since 2010, the New Jersey Department of Labor and Workforce Development has invested nearly $10 million to provide training assistance to more than 120 food companies.

Unlike many U.S. states, New Jersey has no personal property tax on machinery, equipment or inventory.
2016 Food Manufacturing Employment

- **5,000-3,501**
- **3,500-2,501**
- **2,500-1,501**
- **1,500-501**
- **500-1**

New Jersey Total: 33,346

Data Source: Quarterly Census of Employment & Wages, 2016 Annual Averages, NJLWD
ACCESS TO ROADS, RAIL & MAJOR CITIES

Train Stations

Major Highways

New Jersey Cities
BROADBAND COVERAGE IN NEW JERSEY

#1 Most Connected State

99% have access to wired broadband (25 mbps or faster)

99% have access to wired broadband (100 mbps or faster)

Data Source: Broadbandnow.com (Sourced from: The Broadband Commission, Federal Communications Commission, United States Department of Commerce), February 2018
WHY CHOOSE NEW JERSEY

HIGHLY EDUCATED WORKFORCE

- 39% of the workforce has a bachelor’s degree or higher
- Highest concentration of scientists and engineers in the world
- Ranked #2 for education in US News & World Report’s 2017 “Best States for Education”
- 63 colleges and universities, including Princeton University, Rutgers University, Rowan University, New Jersey Institute of Technology and Stevens Institute of Technology

STRATEGIC LOCATION

- At the heart of the Northeast Corridor—#1 distribution market in the U.S.
- Within a two-hour drive of 22 million consumers with $800 billion in income
- Within one day’s drive to 130 million consumers with $3 trillion in disposable income
- #1 Largest Seaport on the East Coast
- #3 Busiest Seaport in North America

INTERNATIONAL GATEWAY

- 270+ U.S. headquarters of foreign companies
- 21 Fortune 500 Companies and 4 Global 500 headquarters
- Comprehensive network of world-class seaports and airports
- Nonstop flights to 130 international destinations

GENEROUS INCENTIVES

- With the Grow NJ Assistance program, companies may qualify for fully-transferable tax credits by creating as few as 25 full-time jobs or retaining 35 full-time jobs. Manufacturers may qualify by creating as few as 10 full-time jobs or retaining 25 full-time jobs.

FIRST-CLASS QUALITY OF LIFE

- Diverse population with communities of interest for international companies
- 130 miles of beaches, four professional sports teams, rich arts and culture
- #1 Best Small City in the Country (Princeton)
- #1 Beach in America (Ocean City)
ABOUT CHOOSE NEW JERSEY, INC.

Founded in 2010, Choose New Jersey’s mission is to encourage and nurture economic growth throughout New Jersey, with a focus on our urban centers. Through integrated marketing and business attraction and retention efforts, we stimulate job creation and capital investment, and collaborate with the State’s universities to encourage research, discovery, and innovation.

Privately funded, Choose New Jersey is supported by a prominent group of leaders from many of the State’s Fortune 500 and other top companies, such as privately-held ventures, labor organizations, associations, and higher education institutions. These organizations represent 1.25 million people, or nearly one-quarter of the State’s private-sector workforce.

Choose New Jersey markets the State as a premier business location to both domestic and international businesses, and offers companies interested in locating or expanding in New Jersey a full range of complimentary services to ensure a smooth process from planning through move-in including:

- Customized RFP responses
- Market assessment and planning services
- Site visits
- State assistance information
- Connections to a wide range of services provided by our public and private partners — from regulatory and legal assistance to workforce training.