



# FOOD PROCESSING & AGRIBUSINESS

With the bounty of workforce and water paired with affordable land, a good culture for niche markets, and a history of agriculture, Virginia's New River Valley proves a Natural Fit for companies in Food Processing & Agribusiness.

#30 LEADING LOCATION FOR NEW & EXPANDING BUSINESSES -Area Development (2016)  
73 FOOD & BEVERAGE PROCESSORS WITH 500+ WORKERS -BLS (2016)  
2,294 FARMS IN THE NRV TOTALING 400,000+ ACRES -USDA (2015)  
AVERAGE DAILY FLOW OF THE NEW RIVER IS 1.7 BILLION GALLONS -USGS (2016)  
#6 NATIONALLY FOR R&D SPENDING (VT AGRICULTURE/LIFE SCIENCES)-NSF (2016)

## BUSINESS ADVANTAGES



### THE NEW RIVER

**RELIABLE & ABUNDANT** - The New River has an average daily flow of 1.7-billion gallons and is a very reliable, clean water source. There is also adequate infrastructure in place to tap into this natural resource and to process waste water.

**BRAND APPEAL** - Unique brand position for specialty beverages. The New River is an ancient river system that traverses the mountains of NC, VA and WV. It is said to be the oldest in North America second oldest in the world (Nile River).



### VIRGINIA TECH

**R&D** - The College of Agriculture & Life Sciences ranks #6 in the country with over \$101 million in research spending (2015). Areas of strength include Food Science & Technology, Dairy Science, Animal & Poultry Science, and Crop & Soil Environmental Sciences.

**ACCESS TO TALENT** - Students from the Food Science & Technology Department are highly sought after and graduate with job offers, and many of these students want to stay in the area.



### LOCATION

**ACCESS TO MARKETS** - Centrally located in the Mid-Atlantic region of the United States along Interstate 81, the NRV is within a day's drive of major markets in the Northeast, Southeast and Midwest.

**GROWING CONDITIONS** - Nestled in the Blue Ridge mountains, the NRV's elevation, averaging 2,300 ft, and geocoordinates provide a mild climate with excellent solar radiation for agribusinesses.

## SUBSECTORS

Specialty Food & Beverages  
Breweries, Wineries, & Distilleries  
Value-Add Agriculture  
Packaging

*"It is an excellent time for food and beverage processing to grow in the NRV. Virginia Tech's Food Science and Technology Department has partnered with many industry leaders in food and beverage processing to provide unique expertise and state-of-the-art facilities from here in the NRV. We welcome this collaboration; it helps further the industry and provide meaningful experiences for our students."*

-Dr. Joe Marcy, Virginia Tech Food Science & Technology Department Head





# RELATED COMPANIES IN & AROUND THE NRV

\*Located just outside the NRV (Not a comprehensive list.)

## VALUE-ADD AGRICULTURE:

- Doe Creek Farm
- Obis One
- Good Food Good People
- Hillside Farm Dairy
- Red Sun Farms
- Riverstone Organic Farm

## BREWERIES & DISTILLERIES:

- Ballast Point Brewery\*
- Bull & Bones Brewery

- Buffalo Mountain Brewery
- Deschutes Brewery\*
- Parkway Brewery\*
- River Company Brewery
- Rising Silo Brewery
- Right Mind Brewing
- Sinkland Farms Brewery
- 5 Mile Mountain Distillery

## WINERIES:

- Beliveau Winery & Estate

- Chateau Morrisette
- Giles Mountain Winery
- Iron Heart Winery
- JBR Vineyards
- New River Vineyard
- White Barrel Winery

## SPECIALTY FOOD & BEV:

- Brugh Coffee
- Buffalo Mountain Kombucha
- Henry's Healthy Pet Foods

- Mill Mountain Coffee
- Open Road Roastery
- Pervida
- Red Rooster Coffee Co.

## MAJOR PROCESSORS:

- Gatorade\*
- Spectrum Brands

## FOOD PACKAGING:

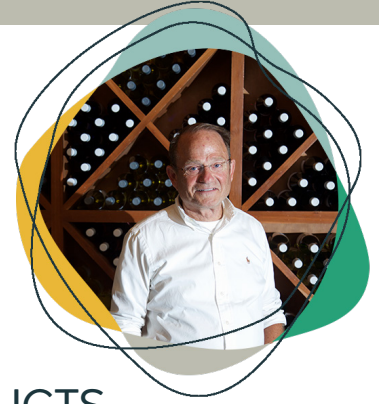
- Phoenix Packaging

## FARM-TO-TABLE:

The NRV is full of passionate people who care about the natural environment and locally sourced food. The 11 farmers markets in the NRV each have a unique vibe and serve as community gathering places. Good Food Good People supports farm-to-table practices in the NRV by connecting farmers with consumers.

*"This is a third-generation winery. This whole place is family-owned—it started as a hobby in the basement... We went from 1000 cases to 70,000."*

**-David Morrisette,**  
Chateau Morrisette Owner



## AGRIBUSINESS



Agriculture has been a staple of the NRV economy for centuries.

**Red Sun Farms** has an 18-acre, high-tech greenhouse where they grow hydroponic tomatoes.

**Riverstone Organic Farm** is a locally based grower of organic produce. The NRV is also home to **Hillside Farms**, a free range robotic dairy, and the **Virginia Tech Dairy Science Complex**.

## SPECIALTY PRODUCTS



Our creative vibe, connection to nature and entrepreneurial spirit has produced a growing specialty product scene. **Red Rooster Coffee** is just one of our premier specialty coffee roasting companies. **Obis One** is a producer of locally sourced organic black garlic products. The NRV is also home to a growing number of local craft breweries and wineries, each with its own flair.

## VIRGINIA TECH FOOD SCIENCE & TECHNOLOGY

**PROGRAMS & TRAINING** - Almost 100% of graduates have jobs in product development, research, sales and marketing, quality assurance, production management, analytical/technical services and regulatory affairs at graduation -- and many wish to stay in the area.

**FOOD PROCESSING & PACKAGING PILOT PLANT** - The 7,100-square-foot space provides a vital resource for food companies that are just starting up or are evaluating new equipment, processes and product lines. The facility features chilled water, vacuum, air, natural gas, steam, CO<sub>2</sub>, N<sub>2</sub>; pasteurizers and retort for sterilization, temperature-controlled storage, vacuum packaging machine, product batching and mixing capabilities, and malting, brewing and distillation equipment.

**SENSORY EVALUATION LABORATORY** - A state-of-the-art facility that food companies can use to explore emotional responses to ingredients, packaging and marketing. The facility features 10 individual panelist booths equipped with observational cameras with synchronous video recording software and automated facial expression analysis software.

RIGHT MIND BREWING



RIVERSTONE ORGANIC FARM



PHOENIX PACKAGING



Onward New River Valley is a regional economic development organization and the parent organization for the Virginia's New River Valley brand.  
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