## Why choose NJ for Food & Beverage?

<table>
<thead>
<tr>
<th>World-class location and infrastructure assets</th>
<th>Robust food &amp; beverage ecosystem</th>
<th>Large and growing talent pool</th>
<th>A place for every employee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reach a third of US consumers within a 1-day drive of New Jersey</td>
<td>Join 9,000+ food and beverage companies, including industry leaders like Campbell and Goya</td>
<td>Access a talent pool of 245,000+ workers, expected to grow 15% in the next decade</td>
<td>Offer employees access to the #1 ranked pre-K-12 education system in the nation</td>
</tr>
<tr>
<td>Be centrally located and connected to the Northeast Corridor with access to the globe through ~600 nonstop flight destinations¹</td>
<td>Access the end-to-end food and beverage value chain and top local and global customers</td>
<td>Outperform the competitions by hiring among the largest pool of food scientists and technologists in the US</td>
<td>Provide employees with a choice of commutable city, small town, country, and coastal living</td>
</tr>
<tr>
<td>Take advantage of a robust rail and road network, the largest port on the East Coast and best-in-class digital infrastructure</td>
<td>Build your presence where the leading food and beverage companies are doubling down</td>
<td>Bake up your next big innovation by accessing the only “Soft Landings” incubator in the world devoted to food</td>
<td>All this at a fraction of the cost of New York and Philadelphia – and just a short train ride away</td>
</tr>
</tbody>
</table>

¹ Includes Newark Liberty International Airport, Philadelphia International Airport, John F. Kennedy International Airport, and LaGuardia International Airport.

"New Jersey is proud to be the Garden State

- Phil Murphy
Governor of NJ"
WORLD-CLASS LOCATION AND INFRASTRUCTURE ASSETS

1/3rd of the US within a 1-day drive

At the heart of the Northeast corridor with access to the #1 airport system \(^1\) in the US

Rail and road networks connecting Maine to Florida with the #1 port on the East Coast in the #1 digitally-connected state

\(^{1}\) Includes Newark Liberty International Airport, Philadelphia International Airport, John F. Kennedy International Airport, and LaGuardia International Airport
There are many benefits of operating in New Jersey. We bring in paper from all over the world, so it’s important for us to be near the major ports. We also ship internationally, so we must be close to proficient transportation. We’re located less than an hour from airports and New York City.

- Lisa Hirsh
President and CEO
Accurate Box Company

33% of the entire US pop. within a 1-day driving shift

~107 million
People – and thousands of retailers and suppliers – within an 11-hour drive

1 From Port Newark Container Terminal; 11 hours represents the maximum number of hours for a typical truck driver shift

SOURCE: Experian
The heart of the Northeast corridor, next to NYC and Philadelphia

Train times from Newark Penn Station

Day trips by train to Washington DC and Boston

$2.8 trillion GDP within 150 miles\(^1\) (15% of US)

38 million consumers\(^1\) within 150 miles

NOTE: All train times referenced from Newark Penn Station

1 Includes the GDP and population of counties whose centers are within 150 miles of New Jersey

Source: Moody’s Analytics
Easy access to employees, clients, and customers across the globe

340+ NONSTOP DOMESTIC DESTINATIONS

260+ NONSTOP INTERNATIONAL DESTINATIONS

SOURCE: Diio Mi - Includes Newark Liberty International Airport, Philadelphia International Airport, John F. Kennedy International Airport, and LaGuardia International Airport
Extensive rail and road assets support movement across the entire country

- Access markets from New England to Florida
- Connects to Midwest and West Coast
- Bisects the state from East to West, supporting ~3 million trucks each year
- Supports 450+ million train trips annually and 1,000 miles of rail freight lines

1 Rail and road miles per state land area; Massachusetts ranked 1st in rail density and Rhode Island ranked 1st in road/highway density

SOURCE: Amtrak, PATH, NJ Transit, NJ Department of Transportation, Association of American Railroads, Delaware River Joint Toll Bridge Commission, Federal Highway Administration
Importing and exporting goods could not be easier for your business

1. Busiest airport system\(^1\) in the US
2. #1 largest port on the East Coast (Port of Newark)
3. 5 strategically located Foreign Trade Zones throughout the State

\(^{1}\) Includes Newark Liberty International Airport, Atlantic City International Airport, JFK International Airport, LaGuardia Airport and Philadelphia International Airport

SOURCE: 2018 Port Performance Report, Department of Transportation; State of NJ Business Portal, Airports International Council (ACI)
Best-in-class Digital Infrastructure

#1
in % of population with access to wired broadband of 25 mbps or faster (99.1%)

#2
in average download speed (59.4 mbps)

#2
in % of population with access to fiber-optic internet (66.2%)

SOURCE: Broadbandnow.com, retrieved in June 2019; #1 average download speed in Maryland (~60.3 mbps) and #1 in % access to fiber is Rhode Island (~85%)
ROBUST FOOD & BEVERAGE ECOSYSTEM

RICH ECOSYSTEM OF FOOD & BEVERAGE COMPANIES, FROM FARM TO TABLE

ACCESS TO TOP LOCAL CUSTOMERS AND THE GLOBAL MARKETS

MOMENTUM FROM LEADING FOOD & BEVERAGE COMPANIES MAKING INVESTMENTS HERE
ROBUST FOOD AND BEVERAGE ECOSYSTEM

Home to leading food & beverage companies

9,300+ Companies¹,², including established players and leading innovators

Note: Companies on map reflect a sample of companies HQ in New Jersey from Capital IQ | ¹ Based on number of firms - defined as an organization consisting of one or more domestic establishments in the same state and industry that were specified under common ownership or control | ² Includes Farms, Animal production and Fishing, Food & Bev Manufacturing, Wholesalers, Retailers, and Warehousing and Storage

SOURCE: Capital IQ, 2016 Statistics of U.S. Businesses (SUSB)
A bustling ecosystem from farm to table

190+
Farms, Animal production & fishing companies

400+
Warehousing & storage companies

1,000+
Food manufacturers

1,600+
Wholesalers

6000+
Retailers

Among the best local customers profiles in the Northeast

**Food and beverage grocery spend per capita, 2017**

<table>
<thead>
<tr>
<th>State</th>
<th>Spend per Capita</th>
</tr>
</thead>
<tbody>
<tr>
<td>Massachusetts</td>
<td>$3,329</td>
</tr>
<tr>
<td>Connecticut</td>
<td></td>
</tr>
<tr>
<td>New Jersey</td>
<td></td>
</tr>
<tr>
<td>Delaware</td>
<td></td>
</tr>
<tr>
<td>Virginia</td>
<td></td>
</tr>
<tr>
<td>Rhode Island</td>
<td></td>
</tr>
<tr>
<td>New York</td>
<td></td>
</tr>
<tr>
<td>Maryland</td>
<td></td>
</tr>
<tr>
<td>Pennsylvania</td>
<td></td>
</tr>
</tbody>
</table>

#3 ranked in cultural diversity in the Northeast

#1 ranked in per capita grocery spend in the Northeast

**SOURCE:** Bureau of Economic Analysis, WalletHub
A real advantage in getting your food and beverage products to the world

state in the Northeast for share of food production that is exported globally – giving you unparallel access to global markets and consumers for your products

port on the East Coast, making importing and exporting a breeze in NJ

Source: ValueWalk, United States Department of Transportation
Continued momentum from food and beverage companies doubling down in NJ

Open 69,000 sq. ft. HQ and vertical farm

Commercial leader for indoor vertical farming

AeroFarms

Opens 69,000 sq. ft. HQ and vertical farm

Expands operations in a 225,000 sq. ft. facility

Beverage maker

bai

Opens 560,000 sq. ft. manufacturing plant

Leading beverage company

AriZona

Doubles the size of its Hoboken HQ and leases a 700,000+ sq. ft. distribution facility

E-commerce player acq. by Walmart for $3+ billion

Jet

Expanded operations in a 225,000 sq. ft. facility

Leading beverage company

Pero Family Farms

Proposed a $13M investment in a new 118,400 sq. ft. facility.

Leading beverage company

We are excited at the prospect of building Pero’s presence in the Northeast, and see Vineland as a strategic point for meeting the growing demand for our products

– Frank Pero, COO of Pero Family Farms

Largest Hispanic-owned food company

Opens ~900,000 sq. ft. sustainable HQ in Jersey City

Baked goods maker

BRIDOR

Expands by 47,000 sq. ft. for its U.S. HQ and manufacturing facility

International consumer goods and food exporter

Yamato

Opens first US warehouse and distribution center

Innovative meal kit service provider

Blue Apron

495,000 sq. ft. fulfillment center for 2,000+ employees

Global food brand

Nestlé HealthScience

Opens 180,000 sq. ft. HQ and R&D center

SOURCE: Choose NJ, company press releases
A WORKFORCE
AT THE READY,
SUPPORTING FOOD &
BEVERAGE
COMPANIES OF TODAY
AND TOMORROW

LARGE AND
GROWING
TALENT POOL
LARGE AND GROWING TALENT POOL

245,000+

Workers employed in the industry, projected to grow 15% in the next decade

1st

in scientists and engineers per square mile

2nd

Largest pool of food scientists and technologists in the country

SOURCE: Economic Modeling Specialists Intl. (EMSI), National Science Foundation
Access to 150+ premier higher education institutions

Select top universities and Doctoral universities noted below

$6.6 billion
R&D expenditures\(^1\)

150+
institutions in the region\(^1\)

25
Doctoral universities\(^1,2\)

#1
University in the country and
3 of top 10\(^1,3\)

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\(^1\) New Jersey region includes New Jersey state, New York-Newark-Jersey City, NY-NJ-PA MSA and Philadelphia-Camden-Wilmington, PA-NJ-DE-MD MSA

\(^2\) Includes universities under Carnegie classification: Doctoral Universities: Very High Research Activity, Doctoral Universities: High Research Activity

\(^3\) Includes Princeton, Columbia University and University of Pennsylvania

SOURCE: Carnegie Classification of Higher Education Institutions, Higher Education Research and Development Survey (National Science Foundation), The Integrated Postsecondary Education Data System (IPEDS), US News
Access the only “Soft Landings” incubator in the world devoted to food

Rutgers Food Innovation Center (FIC) is a business incubation and economic development accelerator program, which is part of the New Jersey Agricultural Experiment Station (NJAES) at Rutgers, The State University of New Jersey.

Provides business and technology expertise to startup and established food and value-added agriculture businesses in New Jersey and the surrounding region.

Designated as a “Soft Landings” site by International Business Innovation Association and the only Soft Landings Food Incubation Program in the world.

Includes 31,000 sq. ft. facility operated under constant USDA inspection and 46,000 sq. ft. Agricultural Experiment Station.

With generous support from our partners, FIC now has facilities that will enable businesses to stay and grow right here in New Jersey […] look forward to seeing FIC expand and improve opportunities for food and agricultural entrepreneurs in New Jersey and beyond.

- Robert M. Goodman
  Executive Director,
  Rutgers New Jersey Agricultural Experiment Station
Diverse talent needed to compete in a globally diverse world

WHERE DIVERSITY THRIVES...

#1
MOST ETHNICALLY DIVERSE CITY IN THE US (JERSEY CITY)

#7
OVERALL RACIAL AND ETHNIC DIVERSITY

31%
SPEAK A LANGUAGE OTHER THAN ENGLISH AT HOME

40%
FOREIGN-BORN RESIDENTS HAVE A BACHELOR’S DEGREE OR HIGHER

#1
IN K-12 STUDENTS ENROLLED IN FOREIGN LANGUAGE CLASSES

4th
IN THE NATION FOR LINGUISTIC DIVERSITY

...AND INTERNATIONAL RESIDENTS ARE WELCOME (~2 MILLION OF THEM!)

SOURCE: WalletHub, American Community Survey, IPUMS, American Councils
A PLACE FOR EVERY EMPLOYEE

TRANSIT-RICH, DIVERSE NEIGHBORHOODS

Newark

BUSTLING, GROWING CITIES

Jersey City

Montclair

Hoboken

Transit-rich, diverse neighborhoods

ACCESSIBLE, SMALL TOWNS

Collingswood

Bustling, growing cities

Princeton

Coastal enclaves

Ocean City

Asbury Park
Montclair
A safe and vibrant suburb with incredible schools, world-class dining options, and direct access to New York City

17 miles from Midtown Manhattan

86% bachelor’s degree or higher

Top 20 suburb in America to raise a family

Downtown Montclair

Brookdale Park

A DISTINCTION COMMUNITY

12.5 student-teacher ratios

7 Parks and nature reserves

1 Refers to Upper Montclair specifically. Parks include Anderson Park, Yantacaw Brook Park, the Bonsal Nature Reserve, Mountainside Park, the Presby Memorial Iris Gardens, and parts of Mills Reservation and Brookdale Park

SOURCE: TownFacts, Niche, Township of Montclair
The #1 Pre-K-12 education system in the country

1 States are graded and ranked in three categories: Chance for Success (January), School Finance (June), and K-12 Achievement (September).

A short train ride from New York City but significantly more affordable

If your income in Manhattan is...

~$100,000 after taxes

Moving to Newark would get you...

~$200,000 of purchasing power

Typical savings moving from Manhattan to Newark
% savings vs. original dollar spend

- Housing: 70% savings
- Groceries: 24% savings
- Transportation: 13% savings
- Utilities: 10% savings
- Healthcare: 10% savings

Access to New York City and all of its amenities at a fraction of the cost

Easy access to New York City...

Weekday commute time to Midtown Manhattan (Penn Station), minutes

<table>
<thead>
<tr>
<th>Destination</th>
<th>Nearby in NJ</th>
<th>Nearby in NY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Montclair ~1 hour</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

...at New Jersey prices

Median market rent ($ per month, 2019)

<table>
<thead>
<tr>
<th>Destination</th>
<th>Midtown Manhattan</th>
<th>Upper West Side</th>
<th>Upper East Side</th>
<th>Downtown Brooklyn</th>
<th>Hoboken</th>
<th>Montclair</th>
<th>Jersey City</th>
<th>Newark</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$4,637</td>
<td>$4,249</td>
<td>$4,081</td>
<td>$3,030</td>
<td>$2,817</td>
<td>$2,457</td>
<td>$2,087</td>
<td>$1,533</td>
</tr>
</tbody>
</table>

SOURCE: Google Maps estimates via public transportation at 8:00 am on Monday morning; in cases where time range is provided, estimate uses average of low and high range; rent data from Zillow Rent Index (April 2019); not standardized by square feet or number of bedrooms given sample size (not able to get more detailed estimates for Montclair or Newark)
Endless opportunities for leisure

130 miles of coastline

#1 beach town in America

9,000 farms

55 Historical sites

400+ Lakes, pond & reservoirs

216 golf courses

930 miles of hiking

4 Zoos and botanical gardens

28 State parks

16 theme parks

144 Museums

3 ski mountains

10 sports stadiums

1 America’s Happiest Seaside Town

SOURCE: Stockton University, State of New Jersey Department of Environment Protection, GolfMax, FunNewJersey.com, Coastal Living, Department of State, Division of Travel and Tourism, State of New Jersey, New York-New Jersey Trail Conference, JerseyFresh, Institute of Museum and Library Services
A progressive agenda that helps attract diverse, highly-skilled talent

Governor Murphy Signs Executive Order Creating Future of Work Task Force

October 5, 2018, 3:09 pm | In

TRENTON – Governor Phil Murphy today signed an Executive Order establishing the Future of Work Task Force, charged with studying how technological innovation will impact the development of jobs and New Jersey’s economy. He also announced that the task force will be chaired by Chief Innovation Officer Dr. Beth Simone Noveck. The Governor previewed this task force in the Economic Development Strategic Plan he unveiled on Monday.

New Jersey advances plans for 330,000 zero-emission vehicles by 2025

Governor Murphy Signs Historic, Sweeping Equal Pay Legislation

04/24/2018

Equal Pay for Equal Work Now Law in New Jersey

TRENTON - Fulfilling his commitment to fight gender inequity and support equal pay for women in New Jersey, Governor Phil Murphy today signed into law the most sweeping equal pay legislation in America. The Diane B. Allen Equal Pay Act named for former State Senator Diane Allen who herself was a victim of bias, strengthens protections against employment discrimination and promotes equal pay for all groups protected by the Law Against Discrimination (LAD).

In his first bill signing, Murphy restores funding for Planned Parenthood

By KATHERINE LANDERGAN | 02/21/2018 01:06 PM EST

Governor Murphy Signs Legislation to Make Student Loans More Affordable

04/25/2019

Two New Laws Help Borrowers of NCLASS Loans Manage their Student Debt and Repair their Credit Scores

TRENTON – Governor Murphy today signed two pieces of legislation to assist student loan borrowers who are struggling with repayment.
A true partner for your business with supports to help at every stage

**GET STARTED**
Targeted financing programs for young companies

**GET ESTABLISHED**
Innovative supports for growth companies

**GROW**
Venture funding and loan programs to help companies scale

"The support we’ve received from the State has not only helped us grow, but has enabled us to enhance our platform, thereby helping more advisors and investors."

John Michel  
CEO, CircleBlack

"The NJEDA has been instrumental in supporting our growth, and we are confident that our participation in NJ Ignite will allow us to draw new tenants to Indiegrove."

Zahra Amanpour  
Founder, Indiegrove

SOURCE: NJEDA press releases and announcements
We’d love to connect with you!

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