EarthFresh SUCCESS STORY
*Earthfresh’s commitment to Fresh brings them to Atlanta.*

**CHALLENGE**
As a market leader with the largest stock of exclusive potato varieties in North America, EarthFresh is uniquely positioned to make a substantial impact on healthy eating, but they needed additional capacity in the Southeastern United States to support customer growth.

To help them address this challenge, EarthFresh partnered with Colliers’ Food Advisory Services team to identify and secure a new location that would allow them to continue expanding their base of business and reach new customers.

**STRATEGY & SOLUTIONS**

- **Food Industry Supply Chain Optimization**
  Colliers Food Advisory Services partnered with Colliers Site Selection Services to help conduct supply chain optimization studies by inputting both EarthFresh’s supplier locations, as well as customer end-user locations to help find an ideal location. Colliers Site Selection Services also helped EarthFresh conduct a labor analysis to explore the tradeoff in labor availability and cost of labor in different areas.

- **Cost Savings**
  Colliers Food Advisory Services and Colliers Site Selection Services worked to secure nearly $3 million in incentives.

- **Seasonal Delivery of Facility**
  Working on a tight timeline, Colliers Food Advisory Services ensured EarthFresh could begin recouping their real estate investment quickly by guaranteeing occupancy in time for their peak season.
The Food Advisory Services team was instrumental in helping EarthFresh expand into the United States.

We described our goals and needs to them, and they were able to guide us from start to finish on the identification of a suitable facility, lease negotiations, and build out of a specialized processing facility.

Their food industry expertise, real estate experience, and the resources at their disposal made the process extremely efficient, highly professional and ultimately made my job easier.

- BRAD WISEMAN
CFO OF EARTHFRESH
Services worked quickly to issue requests for proposals (RFPs) while simultaneously enlisting the help of Colliers Site Selection Services to conduct operating cost comparisons on the two facilities. With the help and support of Colliers, EarthFresh was able to quickly select their new home in College Park, Georgia while the Colliers teams worked to secure nearly $3 million of incentives and savings. These savings would allow EarthFresh to focus their capital on innovations to provide the freshest possible potatoes to their customers instead of real estate.

The Food Advisory Services team wasted no time engaging the Colliers Atlanta Project Management team to ensure that the entire construction project from facility design criteria development to equipment installation was managed on-time and within budget. With the Colliers teams working in tandem, EarthFresh was able to open their doors to its new 139,000 square foot state-of-the-art potato processing facility in College Park, Georgia in August of 2019, just in time for the Holiday season. It’s new location, complete with innovative processing and packaging capabilities and unrivaled access to the entire Southeastern and South-Central United States via Atlanta’s robust transportation network will allow EarthFresh to keep expanding their base of business and bring fresh potatoes to new customers across the region.

ABOUT EARTHFRESH
Conducting business since 1963, EarthFresh is a Canadian produce company specializing in supplying the Food Service and Retail industries with fresh potatoes, carrots and onions. With a strong focus on potatoes, EarthFresh is a market leader with the largest stock of exclusive potato varieties in North America with over 15,000 acres of our own varieties of potatoes.

EarthFresh is the only fresh potato distributor in Canada with distribution throughout North America. Following the sun and the growing seasons, EarthFresh sources products from 38 States in the USA and from 9 Provinces in Canada to assure their customers have the finest fresh produce year-round.