

FOR IMMEDIATE RELEASE

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City of Opelika Industrial Development Authority Selects Primus/Garner to conduct Food Site Certification of the Opelika Industrial Park

Lori Huguley, Director of Economic Development for the City of Opelika, announced today that the City's Industrial Development Authority has selected the joint venture of Primus Builder's and Garner Economics to conduct a shovel ready site analysis of the Opelika Industrial Park for food and beverage company attraction. The Authority decided to pursue food site certification of the Park since food and beverage companies are a target industry sector for the City.

There are over 28,000 companies in the U.S. alone that are defined as food and beverage process manufacturers. These companies combined employ more than 1.4 million people. The food and beverage sector has growth in organics and naturals, ready-to-eat, health and wellness, ethnic and comfort foods and the City of Opelika wishes to capitalize on this opportunity of potential company locations.

According to Tony Pitrone, Vice President of Atlanta-based Primus, and Jay Garner, President of Garner Economics, the rationale behind the certification program is to help communities succeed by giving them a competitive edge in pursuing food & beverage companies.

"Speed to market continues to be an important factor with our clients in selecting sites or buildings. When we evaluate a community for one of our food clients, we analyze hundreds of variables that our clients consider important in the selection process. By having a Primus / Garner Certified Food Site, you are ahead of your many competitors in showing food and beverage clients that your site meets the rigorous criteria that many companies are reviewing in their siting process," commented Pitrone and Garner.

The certification process begins with a labor analysis by Garner Economics focused on the workforce requirements of the food and beverage industry. This presents solid information to help persuade Opelika's prospective clients of the value of the site. Both Primus and Garner technical experts will conduct field analysis of the site to analyze its location and value for companies engaged in the food and beverage industry. A building layout from Primus engineers is also included, so that a prospective client can see how a building may be defined at the Park. Ultimately, Opelika will be provided a report with the Primus / Garner Food Site Certification label, or in some cases, an action plan detailing specific measures needed to achieve the Certification.



Huguley said, "We are excited about the opportunity to partner with Primus and Garner Economics. We feel obtaining this certification will let the Food and Beverage manufacturers know that Opelika, Alabama has a site and a workforce ready for their business."

About Primus: **Primus Builders is one of the leading Design/Build resources in the Food and Beverage industry.** Primus has successfully completed a broad range of complex food processing and greenfield additions in which they embrace their clients' business and operational goals to implement a single project agenda. They are experts in the specialized requirements needed to design and construct fully-cooked and fresh food facilities, compliant with USDA and FDA requirements, while fully implementing the AMI principles of sanitary facility and equipment design. They also focus on sustainable design and construction, and are a member of the U.S. Green Building Council.

http://primusbuilders.com/division_f&b.php

About Garner Economics: **Garner Economics, LLC provides innovative economic development solutions in a competitive global market.** Garner Economics offers site selection (primarily in the food and beverage industry), analytical research, industry targeting, strategic planning and organizational development with a wealth of expertise to companies, communities, and organizations globally. Garner Economics is based in Atlanta, GA, and has representative offices in both Europe and Asia.

<http://www.garnereconomics.com/>

See more about the Primus/Garner Food Site Certification program at
<http://www.garnereconomics.com/pdf/Primus-Garner%20Brochure.pdf>