



# *The Food Industry Finds All the Right Ingredients*

**The recipe includes the Tennessee Valley**

Your single source for information and economic development services in the seven-state Tennessee Valley region.

*The Valley's successful food and beverage companies all use the same recipe. They start with low business costs, then add an educated, technically skilled workforce, a central location, and an unbeatable lifestyle. It all adds up to the best location for growing food service companies.*

## **The Place**

The Tennessee Valley is located right in the middle of America's breadbasket. That means easy access to a wide variety of raw food products. In fact, the states within the Valley, which include Tennessee and parts of Alabama, Georgia, Kentucky, Mississippi, North Carolina, and Virginia, are leading national producers of many food items. Three-fourths of the nation's population lies within a day's drive of the Tennessee Valley, including most of the major population centers in the Midwest and Northeast.



## **The People**

A population of 8.3 million people in the Valley ensures the availability of very well-regarded workers for virtually any operation. The majority of the region's residents are within the prime work ages of 18 to 54.

## **The Players**

You'll be in good company. These industry leaders already have facilities in the Valley: • ADM • American Yeast • Bryan Foods • Coca-Cola • ConAgra Foods • Coors Brewing Company • Fleischmann's Yeast • Frito-Lay • General Mills • Hershey Foods Corporation • Kellogg • Kraft Foods • LifeSavers • M&M/Mars • McKee Foods Corporation • Nestle • Pepsi • Perdue Farms Inc. • Procter & Gamble • Russell Stover • Sara Lee Corporation • Slim-Fast Foods Company • J.M. Smucker Company • Tyson Foods Inc.



## **The Power**

Electricity is produced by the Tennessee Valley Authority, one of the nation's largest and most dependable power systems. TVA's forward-looking approach to expanding and upgrading its transmission system has led to all-time record reliability of 99.999 percent for the past four years.

## **The Way of Life**

### *Cost*

The cost of living is modest: housing costs are generally lower, energy costs are less, and commuting times are shorter in the Tennessee Valley compared with other major regions of the country.

### *Fun*

Water, land, and music provide the backdrop for a host of recreational options from water skiing and sailing to snow skiing and mountain climbing. There's opera and the Grand Ole Opry, and all manner of music-making in between.

### *Landscape*

For the eye, the Tennessee Valley offers beautiful mountain vistas, green valleys, and hazy plains in a region that stretches from the Appalachian Mountains to the lazy Mississippi Delta. It's breathtaking.

## **The Support**

### *For the present . . .*

When you come to the Valley, we consider you a lifelong partner and a valued member of the business community. We offer you continuing support as your company grows and evolves over time. We've been doing this for more than 70 years, and we know that the real value of business support comes long after the ribbon-cutting photos have faded away.

### *. . . and beyond*

TVA, the distributors of TVA power, and our network of business development partners will be there for you with technical support, market and economic data, rate design and pricing incentives, expert advice on energy use and industrial process improvement, and all the services you expect from your economic development service providers.

## **Contact Information**

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