

# “Project Cake Maker”

Briefing Report

October 28, 2009

This is an example of a report generated for a company considering relocating to the area.



Southwestern Connecticut's Regional Workforce Investment Board

Site: Samletown, CT

### **The WorkPlace, Inc.**

The mission of The WorkPlace, Inc. is to develop a well educated, well trained, and self-sufficient workforce that can compete in the changing global marketplace. Essential to our mission is the creation of a seamless, coordinated system of education, training and employment that is customer centered and easily accessible; meets the needs both of employers for employable people and of persons who face barriers to the kind of employment that provides economic self-sufficiency; has a high level of commitment and collaboration from business, education, government and community agencies including economic development, employment and training, and human services; and has defined goals and performance standards.

#### What we do:

- Help people prepare for careers, strengthen the workforce for employers, and help to build a healthy economy.

### **bluegreen RESEARCH INSTITUTE**

The **bluegreen** RESEARCH INSTITUTE is a boutique service provider assisting workforce, economic and community development entities to understand complex issues related to policy, strategy, and human capital planning. Our goal is to help clients understand and use data to make practical and professional decisions related to their industries.

#### What is in our name?

Blue symbolizes being creative and innovative while swimming into “Blue Oceans” of opportunities to strengthen, grow and expand businesses.

Green represents thriving in the growing Green economy, but also our deep “roots” in solid research, grant writing and program and policy development.

Research builds a complete picture using field surveys, industry profiles, and marketing tactics to facilitate workforce and economic development.

Institute leverages The WorkPlace, Inc.’s 25-year history of identifying, securing and managing innovative and award-winning programs.

**General Workforce Data**

A snapshot of the employment situation in the town and nearby large city.

		Jun-09				Jul-09				Aug-09			
	Labor Force	Employed	Unemployed	Rate	Labor Force	Employed	Unemployed	Rate	Labor Force	Employed	Unemployed	Rate	
Samletown	18,323	17,060	1,263	6.9	18,557	17,331	1,226	6.6	18,313	17,108	1,205	6.6	
Bridgeport	65,048	57,292	7,756	11.9	65,857	58,202	7,655	11.6	65,206	57,452	7,754	11.9	

**Trends:**

The average unemployment rate for Samletown so far in 2009 is 6.3%, which is below the SWCT regional, CT and US average. Samletown Labor Force has been on an upward trend since January, with 555 more people actively in the labor force by August. The summer months saw a spike in the number of employed people in the Samletown labor force.

Source: CT Department of Labor, Non-Seasonally Adjusted Data

We generated a list of comparable companies in the region to get a peak at the competition.

**Similar Industries in the Region:**

111 companies located in the Fairfield County categorized as food processing, bakeries or miscellaneous food manufacturing.

## Potential Neighbors

Name	NAICS	Sales USD (mil)	Employees	Business Description
Pepperidge Farm, Incorporated	Bread and Other Bakery Products, Except Cookies and Crackers	875.0	1,000	Pepperidge Farm specializes in baking a variety of bread, cookies and crackers. It also provides puff pastries, desserts, rolls, muffins, bagels, as well as frozen, swirl, and fruit and grain breads. The company features cookies under the Milano, Bordeaux, Brussels, Chessmen, Geneva, Tahiti, Verona and Montieri brands. Pepperidge Farm also offers the Pirouette rolled wafers and Goldfish crackers. In addition, the company offers natural, whole grain, reduced sodium, party, and sandwich and Italian breads. It provides a range of cakes and dumplings. Pepperidge Farm also offers croutons for salads and soups. Its Web site features various food recipes. The company maintains a network of distributors throughout the United States. Established in 1937, Pepperidge Farm is owned and operated by CSC Brands, which has a portfolio of several retail and food service brands, including the Campbell's, Pace, Prego, Swanson, StockPot and V8.
Tetley USA Inc.	Roasted Coffee	250.0	45	Tetley USA is a tea company that offers a range of beverages. The company provides a variety of hot black, green, white and herbal teas. It offers tea in various flavors, such as orange and lemon. The company provides products under the Tetley brand. It owns and operates Tetley Music Lounge, which offers various entertainment options. The company is a member of the Ethical Tea Partnership. Tetley USA additionally provides tea brewing tips.
Bimbo Bakeries USA	Bread and Other Bakery Products, Except Cookies and Crackers	137.4	600	Bimbo Bakeries USA operates more than 15 bakeries and distributes products throughout the United States. The company's product line includes breads, buns, cookies, snack cakes, tortillas, cakes, bagels and muffins. It offers donuts and pastries under the trade names of Oroweat, Mrs. Baird's, Bimbo, Tia Rosa, Marinela and Francisco. Bimbo Bakeries USA provides seedless rye breads and whole wheat hamburger and hot dog buns. In addition, the company offers pies and chocolate-covered cakes. It is a division of Grupo Bimbo, which is one of the world's largest baking companies with over 97,000 associates and operations in nearly 15 countries throughout North America, South America, Asia and Europe.

Aurora Products Inc	Food Preparations, Not Elsewhere Classified	101.3	250	Aurora Products packages dried fruits, nuts, granolas and a variety of gourmet specialty food items. The company specializes dried fruits and nuts that do not contain artificial additives, coloring and preservatives. Its products are Certified Organic and Certified Kosher. Its products include various dried fruits, including apple rings, apricots, banana chips, blueberries, cantaloupe, cherries, cranberries, currants, ginger, mango, papaya, pineapple, dates, prunes, strawberries, raisins, fig, and veggie chips. It also provides various nuts, such as almonds, cashews, peanuts, pistachios, soybeans, almonds, sunflower seeds, Brazilian nuts, cashews, hazelnuts, pine nuts, and raw walnuts. The company also provides organic fruits, nuts and trail mixes. Aurora Products is located in Stratford, Conn.
Hartford Provision Co	Meat Packing Plants	58.9	30	Establishments primarily engaged in the slaughtering, for their own account or on a contract basis for the trade, of cattle, hogs, sheep, lambs, and calves for meat to be sold or to be used on the same premises in canning, cooking, curing, and freezing, and in making sausage, lard, and other products. Also included in this industry are establishments primarily engaged in slaughtering horses for human consumption.
R.C. Bigelow, Inc.	Roasted Coffee	54.0	300	Founded in 1945, R.C. Bigelow is one of the leading, family-owned producers of tea in the United States. It provides green, organic, decaffeinated, herbal, flavored and specialty teas. The company also offers a variety of iced, gourmet, black and loose teas. In addition, R.C. Bigelow provides teapots and tea chests, gift baskets and boxes. Its accessories include tea ball infusers, mugs, and beverage goblets and pitchers. The company also provides a selection of decorative accessories, such as candleholders and dish towels. R.C. Bigelow offers online ordering and shipping services. It is a member of the Direct marketing Association.
Bimbo Bakeries USA	Bread and Other Bakery Products, Except Cookies and Crackers	50.6	60	Bimbo Bakeries USA operates more than 15 bakeries and distributes products throughout the United States. The company's product line includes breads, buns, cookies, snack cakes, tortillas, cakes, bagels and muffins. It offers donuts and pastries under the trade names of Oroweat, Mrs. Baird's, Bimbo, Tia Rosa, Marinela and Francisco. Bimbo Bakeries USA provides seedless rye breads and whole wheat hamburger and hot dog buns. In addition, the company offers pies and chocolate-covered cakes. It is a division of Grupo Bimbo, which is one of the world's largest baking companies with over 97,000 associates and operations in nearly 15 countries throughout North America, South America, Asia and Europe.

Specialty Brands Of America	Food Preparations, Not Elsewhere Classified	12.1	30	Establishments primarily engaged in manufacturing prepared foods and miscellaneous food specialties, not elsewhere classified, such as baking powder, yeast, and other leavening compounds; peanut butter; packaged tea, including instant; ground spices; and vinegar and cider. Also included in this industry are establishments primarily engaged in manufacturing dry preparations, except flour mixes, consisting of pasta, rice, potatoes, textured vegetable protein, and similar products which are packaged with other ingredients to be prepared and cooked by the consumer.
Cutrufello's Inc	Natural, Processed, and Imitation Cheese	8.9	10	Establishments primarily engaged in manufacturing natural cheese (except cottage cheese), processed cheese, cheese foods, cheese spreads, and cheese analogs (imitations and substitutes). These establishments also produce by-products, such as raw liquid whey.
R L Abert & Son Inc	Candy and Other Confectionery Products	8.1	20	Establishments primarily engaged in manufacturing candy, including chocolate candy, other confections, and related products.

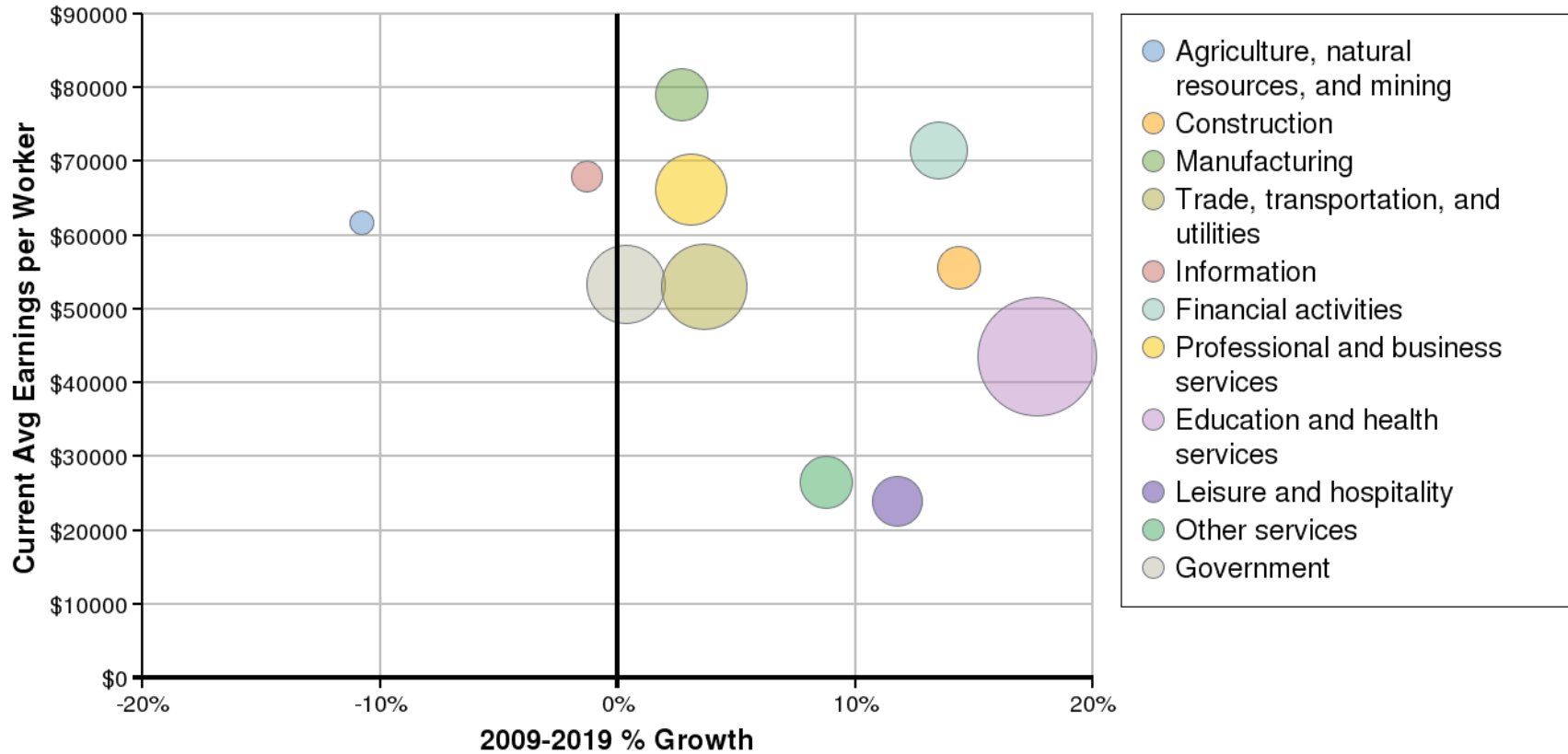
Source: OneSource 10/2009

*Note: More customized data can be secured upon request including supply chain, competitor analysis and marketing data.*

## General Industry Size and Growth

A view of which industries already exist in this town, average worker pay, and 10-year growth projections.

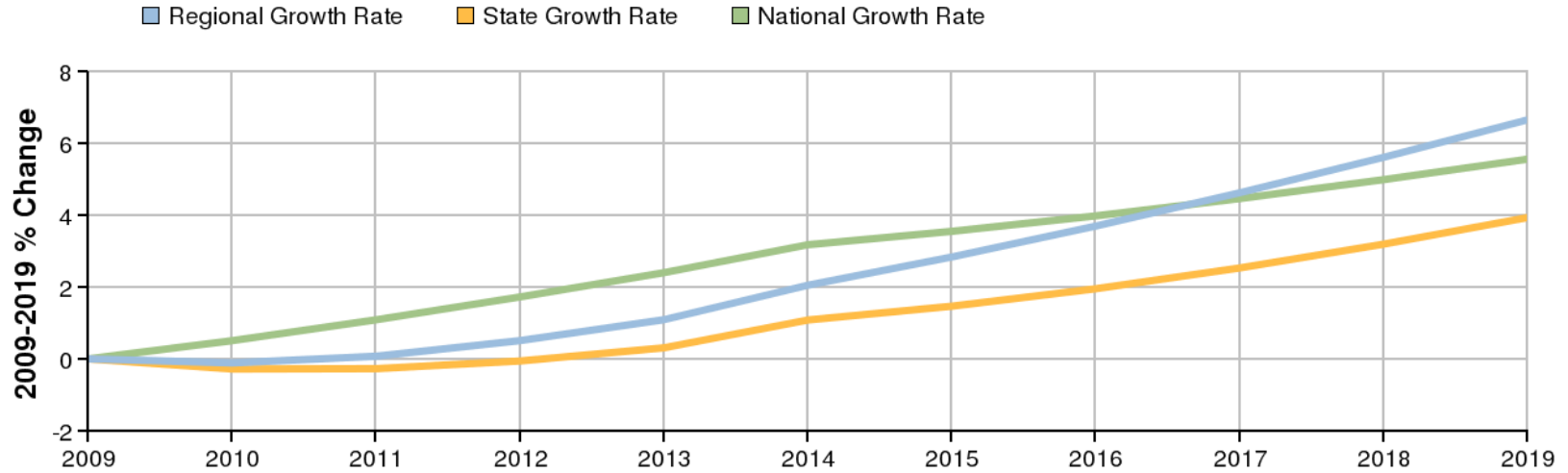
2009 - 2019 Size and Growth



\*Bubble size represents 2009 jobs in each supersector.

How is this industry projected to do here compared to the rest of the state and country?

## Occupational Change Summary- Baking Industry

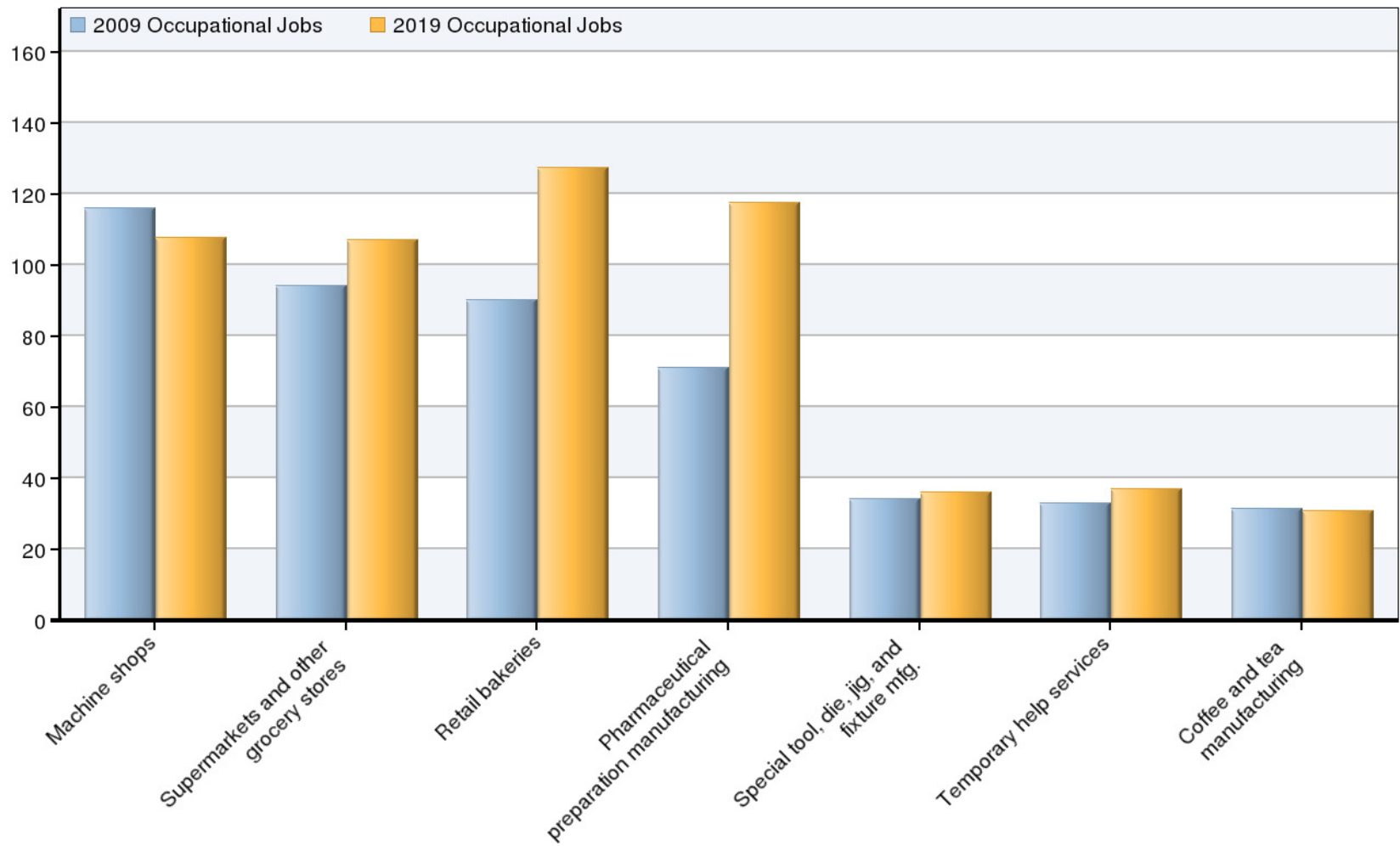


Region	2009 Jobs	2019 Jobs	Change	% Change	Current Avg Hourly Earnings
Regional Total	887	945	58	6%	\$19.92
State Total	17,167	17,841	674	4%	\$17.03
National Total	1,399,755	1,477,505	77,750	6%	\$14.06

Source: EMSI Complete Employment - 3rd Quarter 2009

Based on the workforce in this industry, here's a look at other businesses with similar hiring needs.

### Top Industries for Selected Occupations



NAICS Code	Name	2009 Jobs	2019 Jobs	Change	% Change
332710	Machine shops	116	108	-8	-7%
445110	Supermarkets and other grocery stores	94	107	13	14%
311811	Retail bakeries	90	128	38	42%
325412	Pharmaceutical preparation manufacturing	71	118	47	66%
333514	Special tool, die, jig, and fixture mfg.	34	36	2	6%
561320	Temporary help services	33	37	4	12%
311920	Coffee and tea manufacturing	31	31	0	0%

Source: EMSI Complete Employment - 3rd Quarter 2009

Who is in area that trains people to do the work the company needs?

**Training Providers**

Provider Name	Training Location(s)	Provider Type
Advanced Technology Education Center	Bridgeport, Hamden, Meriden	Occupational and Technical Training Providers
Avagrow International	Bridgeport, Stamford	Occupational and Technical Training Providers
Bullard-Havens Technical High School	Bridgeport	High Schools and Vocational-Technical Schools
Bullard-Havens Technical High School	Bridgeport	High Schools and Vocational-Technical Schools
Butler Business School	Bridgeport	Occupational and Technical Training Providers
Connecticut Information Technology Institute	Stamford	Four-Year and Advanced Colleges and Universities
Emmett O'Brien Technical High School	Ansonia	High Schools and Vocational-Technical Schools
Fairfield University	Fairfield	Four-Year and Advanced Colleges and Universities
Greater Bridgeport Community Enterprises, Inc.	Bridgeport	Occupational and Technical Training Providers
Groundwork Bridgeport	Bridgeport	Adult Education and Community Based
Housatonic Community College	Bridgeport	Two-Year and Community Colleges
Norwalk Community College	Norwalk	Two-Year and Community Colleges
Pam's Secretarial School, Inc.	Bridgeport	Occupational and Technical Training Providers
Porter & Chester Institute	Enfield, Rocky Hill, Stratford, Watertown	Occupational and Technical Training Providers
Sacred Heart University	Fairfield, Stamford	Four-Year and Advanced Colleges and Universities
St. Vincent's College	Bridgeport	Four-Year and Advanced Colleges and Universities

The Greater Bridgeport Opportunities Industrialization Center	Bridgeport	Adult Education and Community Based Organizations
University of Bridgeport	Bridgeport	Four-Year and Advanced Colleges and Universities
University of Connecticut, Stamford	Stamford	Four-Year and Advanced Colleges and Universities
University of Connecticut, Stamford MBA Program	Stamford	Four-Year and Advanced Colleges and Universities
University of Connecticut/Center for Continuing Studies	Groton, Stamford, Storrs, West Hartford	Four-Year and Advanced Colleges and Universities

**Commutation Patterns**

Labor Force Commuting Into Samletown, CT:

Fairfield County to Samletown: 12,234

New Haven County to Samletown I: 3,357

Samletown to Samletown I: 3,289

Bridgeport to Samletown: 3,083

Other popular places of residence for workers: Stratford, Shelton, Monroe, Fairfield

Commuting patterns in and out of targeted location.

Labor Force Commuting Out of Samletown:

Samletown to Fairfield County: 13,684

Samletown to Bridgeport: 2,288

Other popular commuting destinations for Samletown residents: Fairfield, Stamford, Norwalk

Source: Southwest Regional Planning Agency, based on 2000 Census Data

**Educational Attainment for Places of Residence**

	<b>% HS Diploma or Higher</b>	<b>% Bachelors Degree of Higher</b>
Fairfield County	87.7	42.6
New Haven County	87.3	30.9
Bridgeport	72	13.6
Trumbull	97.1	47.9
Stratford	87.5	28.9
Shelton	89.1	31.6
Monroe*	91.2	41.3
Fairfield	91.6	52.2
US	84	27

How educated is the workforce here? Stats on the average level of education for towns whose residents are known to commute to Sampletown.

Source: American Community Survey, 2005-2007, for population 25 years of age and older  
 \*2000 Census Data

**Contact Information**

Michael J. McCarthy, Director  
 The WorkPlace, Inc.  
 203-610-8554 (Direct)  
 mmccarthy@workplace.org