

Ground broken at Florentina Food site on Centennial Road



By Mike Pickford

A little over a year on from the announcement that Florentina Foods would be setting up shop in Orangeville and the organization hosted a special breaking ground ceremony Monday at its soon-to-be new home on Centennial Road.

The North York-based company, which specializes in processing frozen entrees and other food products for several large-scale retail and food service clients throughout North America, plans to build a new manufacturing facility on the approximately 4.1 acres of land it purchased from the Town in May 2017. Upon the plant's completion, Florentina Foods is expecting to employ between 60 and 80 people in Orangeville.

In a release to media, Orangeville Mayor Jeremy Williams, who was on hand at the ground-breaking ceremony, lauded the Town's economic development team for attracting another new business to the community.

"Florentina Food's new facility brings considerable investment to Orangeville," said Mayor Williams. "It represents the latest sign of our success in attracting new businesses here and is a tangible indication of how strong our local economy has become. Their new production and research & development facility will bring stable employment (to the community)."

The mayor believes Orangeville's location within Ontario's agricultural region, coupled with the Town's close proximity to the GTA and U.S. markets, contributed heavily to the municipality's success in attracting another food-based business to the community. Quality Cheese Inc. has been operating at its new site on Centennial Road for more than a year after it committed to investing in Orangeville back in 2015.

"(This) continues to build on our goal of making Orangeville a centre for the food and agricultural sector. I'm proud they will be calling our town home. I congratulate and welcome them to Orangeville," Mayor Williams said.

Founded in 1997, Florentina Foods has been recognized as one of the fastest growing frozen food manufacturers in North America. Partners David Shram and Nouvi Dvir said the company had been searching for a new location that would help them build their enterprise.

"We have experienced tremendous growth and the Orangeville facility will ensure that we can fulfill the increasing demands for our products," Mr. Shram said. "Orangeville stood out as a community with a welcoming environment and opportunities for growth."

Discussing the benefits of a business like Florentina Foods establishing its operation in Orangeville, the Town's manager of Economic Development and Culture Ruth Phillips noted this relocation was "good news" for the local economy.

"Florentina has diverse revenue streams, creating stability and strong prospects for future growth" all qualities that we look for in new business development," Ms. Phillips said. "Florentina Foods provides a great example of our growing food cluster and will represent our community very well."

The company's website says Florentina Foods Ltd. was established in early 1997. "We produce and process a wide array of ready-made foods, and provide fully customized food production and processing for leading retailers across North America.

"With state-of-the-art facilities in Toronto, Canada, we strive for the highest quality standards, creating products that are BOTH delicious AND nutritious. We specialize in private-label frozen foods, focused on responsible manufacturing, and with ingredients that are tasty and wholesome."

To learn more about Florentina Foods, visit florentinafoods.com.