



## CAROLINAS GATEWAY PARTNERSHIP

427 Falls Road, Rocky Mount, NC 27804-4808

Toll Free 1-800-550-6151 • (252) 442-0114

FAX (252) 442-7315

Web Home Page <http://www.econdev.org>

### Sara Lee Bakery Expands Edgecombe County Operations

Governor Bev Perdue announced an expansion that Sara Lee Bakery would be expanding their operations in Edgecombe County. The expansion will create \$11 million in new equipment and 45 new full-time jobs at the Tarboro facility.

"This is a big day for us, and it's a big day for North Carolina," Perdue said. "And it's a big day for America because a lot of the things that are made here go all over the country. They are not only going to be eaten by the people here in North Carolina."

Governor Perdue announced that "no government funding was involved in this project. None of us had to put together an incentive package for this company. None of us had to beg and plead because Sara Lee understood some things fundamentally about North Carolina and about our workforce. The company did not ask for help from the state in their decision to expand the Tarboro facility."

Gov. Perdue said companies like Sara Lee can tap into a hard-working workforce in Edgecombe County. "We in North Carolina have a tremendously bold and hard work ethic," Perdue said. "We're not afraid of showing off and sweating a little and getting the job done. We know how to work and do the job."

Dave Jones, a company senior vice president, said Sara Lee has 142 plants nationwide and could have made this expansion at any one of them. However, Sara Lee chose the Tarboro plant for expansion of its bakery product line because it had been stable, efficient and operating for 20 years. "We're very confident in the competency of the facility here," he said. He also noted that the Tarboro plant recently was recognized as the "supply-chain plant of the year" by Sara Lee. The nearly 400,000 square foot Tarboro plant was remodeled to make room for the new equipment, which will produce bread products.

The Governor told company officials that Sara Lee's bakery products are appreciated by North Carolinians, noting that many of the state's 9.5 million residents have tried them. "You may belong to other people across the country, but in our hearts, you are us and we are you, and so we thank you for this expansion," she said. "Sara Lee's decision also shows its confidence in the business climate in North Carolina, which has received accolades in national publications.

The Carolinas Gateway Partnership provided technical assistance to Sara Lee on the project, and is helping put together a training program for the new employees at Edgecombe Community College, but no Partnership funding was provided.

Announced August 27, 2009