

VIRGINIA'S
NEW RIVER VALLEY

A NATURAL FIT FOR FOOD PROCESSING & AGRIBUSINESS

A Premier Region for Innovation and Resources

WHY CHOOSE THE NRV?

QUALITY OF LIFE

- **Lower Cost of Living** - below average cost of living compared to major agribusiness and food-processing hubs
- **Unique Blend of Culture** - colleges and universities in the area create a beneficial mix of creativity and urban amenities

RESEARCH & DEVELOPMENT

- **Strong Research Ecosystem -** powered by world-class universities and innovative companies, offering access to cutting-edge facilities
- **R1 Research University** - Virginia Tech anchors the region with 107 local Extension Offices, 11 Agricultural Research and Extension Centers supporting discovery and applied research

BUSINESS CLIMATE

- **Diverse and Collaborative -** home to high-tech greenhouses, robotic dairies, organic farms, and specialty food makers that are supported by a strong network of business, government, and higher-education partners
- **Cost-Effective Operations** - low cost of living allows for reduced overhead and operation costs

VIRGINIA TECH: TOP 15 BEST COLLEGES FOR AGRICULTURAL SCIENCES

- NICHE.COM, 2026

"Our investment in Dublin reflects Red Sun Farms' commitment to growing closer to our customers. As part of our vertically integrated greenhouse network, the facility allows us to deliver locally grown produce with the shortest path from harvest to shelf—ensuring exceptional freshness, quality, and year-round reliability."

- Jim DiMenna, President, Red Sun Farms



RELATED COMPANIES THE NRV

(Not a comprehensive list.)

VALUE-ADD AGRICULTURE:
- Back Creek Wagyu
- Doe Creek Farm
- Glade Road Growing
- Hillside Farm Dairy
- Riverstone Organic Farm
- Stonecrop Farm
- 3 Birds Berry Farm

BREWERIES, DISTILLERIES, WINERIES
- Eastern Divide
- Long Way Brewing
- Rising Silo Brewery
- 5 Mile Mountain Distillery
- Beliveau Winery & Estate
- Chateau Morrisette
- Iron Heart Winery
- JBR Vineyards
- New River Vineyard

SPECIALTY FOOD & BEVERAGE:
- Henry's Healthy Pet Foods
- Mill Mountain Coffee
- Radford Coffee Company
- Red Rooster Coffee Co.

CONTROLLED ENVIRONMENT AGRICULTURE:
- Red Sun Farms

MAJOR PROCESSORS & PACKAGING:
- Tendergrass
- Spectrum Brands
- Tekniplex

LOOKING FOR RESOURCES?

TALENT

- **Radford University** - Foods & Nutrition program produces industry ready graduates with evidence-based nutrition expertise, food-service and management readiness
- **Virginia Tech** - provides highly skilled talent through programs in Food Science & Technology, Human Nutrition, Foods & Exercise, and Agricultural & Applied Economics

THE NEW RIVER

- **Reliable & Abundant** – average daily flow of 1.7 billion gallons of a clean water source
- **Brand Appeal** – it is an ancient river system that is believed to be the oldest in North America and second oldest in the world offering a unique brand position

LOCATION

- **Growing Conditions** – an average elevation of 2,300 ft. provides a mild climate with excellent solar radiation for agribusinesses
- **Access to Markets** – centrally located along the I-81 corridor, the NRV is within a day's drive of major markets in the Northeast, Southeast and Midwest

"Doing business in the New River Valley means being part of a community where strong local roots and forward momentum go hand in hand. It's a region that rewards the people willing to invest in it — with a strong work ethic, a collaborative business community, and most importantly, a quality of life that keeps people here for the long run."

- Haden Polseno-Hensley, Co- Owner/ Co-Founder, Red Rooster Coffee



Surrounded by the Blue Ridge Mountains and the New River, Virginia's New River Valley was built for award-winning companies. Our eclectic mix of small towns and world-class universities combined with cutting-edge research and exceptional natural beauty make the NRV "A Natural Fit"for leading industries.

ONWARD NEW RIVER VALLEY

Onward New River Valley is a regional economic development organization and the parent organization for the Virginia's New River Valley brand .

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