



BUFFALO NIAGARA SUCCESS STORY

California Company Chooses WNY for Home to Produce Sustainable Alternatives to Chemical Pesticides



COMPANY OVERVIEW:

Sierra Biological is an early-stage agri-business company that manufactures microscopic nematodes and other biological organisms used by the commercial greenhouse industry and other agricultural applications. Sierra's products offer growers a highly effective and economical alternative to using pesticides in their growing process.

The company was originally founded in the Sierra Mountains of Northern California. However, the company's primary upstream and downstream supply chains were both located on the U.S. East Coast and in Southern Ontario, Canada, prompting them to consider a relocation.

In addition to proximity, costs and workforce, Sierra needed to find a building that met its needs and a welcoming community.

PROJECT SOLUTION:

Sierra Biological found the Buffalo Niagara region to be a great, low-cost alternative location to grow a young business. Couple that with the region's proximity to Southern Ontario, Canada as well as the major metro areas of the Northeast U.S. making this location choice ideal. Invest Buffalo Niagara worked closely with the company, primarily in providing information on the Buffalo Niagara region and coordinating their incentives process. The company has purchased a former auto repair shop in the town of Ridgeway in Orleans County, and has already converted a portion of it into a manufacturing and R&D facility. This facility had sat dormant for many years and is now buzzing with activity and once again contributing to the region's economy. InBN has continued to assist Sierra Biological with staffing and immigration law. Sierra is keeping its original name, despite relocating approximately 2,500 miles to the East!

PROJECT TYPE:

Agribusiness relocation

JOBS: 8

INVESTMENT: \$335,000

REQUIREMENTS:

- Proximity to raw materials and supply chain
- Low-cost of business environment
- Accessible and hard-working labor force

INCENTIVES:

- Fully refundable Excelsior tax credits from Empire State Development
- Grant/Loan combination from the NYS Office of Community Renewal, sponsored by the Orleans County Economic Development Agency

“Relocating from northern California was a major decision. The welcoming nature of the Buffalo Niagara economic development community and the continued follow up provided by InBN made the decision-making process that much easier.”

- Casey Decker,
Sierra Biological President