

# Local Birds Eye Foods plant closing, 200 employees to be let go

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By: Lynette Adams | WHEC.com



Another blow to the local economy. A longtime business with a well-known brand is moving its operation elsewhere leaving more than 200 people looking for work.

Birds Eye Foods was purchased by New Jersey-based Pinnacle Foods late last year. Now the remaining Birds Eye operation locally is moving to New Jersey. More than 200 employees will be let go.

Layoffs will begin May 31 and continue through the end of the year.

Pinnacle Food Group made it official today when it notified the New York State Department of Labor. The company that purchased Birds Eye Foods will shutdown its operations based at Linden Oaks this summer - 205 positions are at stake.

The local operation is a regional marketer for Comstock, Birds Eye veggies and Snyder products.

We asked Sandy Parker, the head of the Rochester Business Alliance what this means for the area. Parker says this does not come as a big surprise. She says it's not unusual for a company to make changes after it buys another company but she says it's a blow to the local economy. "We're losing another corporate headquarters. We had 200 people who were employed, earning good salaries who are now going to be faced with trying to find jobs in an economy that quite frankly is on its way to a comeback .but not there yet. So that's going to be very, very difficult -- definitely a blow. We haven't had a blow like this in awhile."

Pinnacle will move the Rochester operations to its corporate headquarters in New Jersey. The plan is to shut down July 15.

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