



# CASE STUDY

## FARM BOY



### CLIENT

Farm Boy

### LOCATION

Mississauga

### REAL ESTATE TYPE

Commercial

### SQUARE FOOTAGE

92,000 SF

### SERVICES

- Operational audit/engineering
- Supply chain consulting
- Real estate advisory
- Real estate brokerage

### PROJECT OVERVIEW

Farm Boy (TSE: EMP.A) is a Canadian food retailer that specializes in selling fresh produce and food products.

### THE CHALLENGE

A well-respected brand in Eastern Ontario, Farm Boy made the decision to expand into the Greater Toronto Area. The expansion required a distribution center that met the following requirements:

- Proximity to the Ontario Food Terminal.
- Flexible rent and square footage commitments to allow for growth.
- A facility that aligned well with the elevated brand Farm Boy had worked hard to create.

### THE SOLUTION

Jesse Micak was hired to represent Farm Boy and develop a facilities strategy. Through a partnership with a supply chain consulting firm introduced by Jesse, Services for the project included:

- Operational audit/engineering
- Supply chain consulting
- Real estate advisory
- Real estate brokerage

Jesse was able to maximize leverage with the landlord community by running a competitive process. With more than one viable opportunity for Farm Boy to consider, they entered the negotiation in a strong position that led to a successful outcome.

### RESULTS ACHIEVED

Multiple rounds of negotiations were completed and resulted in Farm Boy successfully securing a 92,000 SF facility in Mississauga with QuadReal. The facility was secured with significant rent abatement, flexibility for future growth, and substantial landlord improvements.