



# CASE STUDY

## THE CLIENT

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

## SITUATION

A well-respected brand in Eastern Ontario, Farm Boy made the decision to expand into the Greater Toronto Area.

The expansion requires a distribution center that meets 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 prestige brand and image Farm Boy had worked hard to create

## SOLUTION

Jesse Micak and Aaron Enriquez were hired to represent Farm Boy and develop a facilities strategy.

Services rendered:

- Operational Audit/Engineering
- Supply Chain Consulting
- Real Estate Advisory
- Real Estate Brokerage

The team maximized leverage with the landlord community by running a competitive process. By creating more than one viable opportunity for Farm Boy to consider a position of strength was created for the negotiation.

## OUTCOME

Multiple rounds of negotiation were completed that resulted in Farm Boy 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.



**JESSE MICAK\*\***

Vice President  
647-500-5748

[jesse.micak@cushwake.com](mailto:jesse.micak@cushwake.com)

**AARON ENRIQUEZ\***

Senior Associate  
905 808 6070

[Aaron.Enriquez@cushwake.com](mailto:Aaron.Enriquez@cushwake.com)

Cushman & Wakefield ULC, Brokerage  
1 Prologis Boulevard, Suite 300  
Mississauga, ON L5W 0G2  
905 568 9500

[cushmanwakefield.com](http://cushmanwakefield.com)

\*Sales Representative \*\*Broker

