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Trigger-Driven Account Mapping

Methodology demonstration | Western United States | Prepared September 2026

Coverage: 12 operating facilities across seven Western states; change events announced or completed 2025–2026. Each account is tied to a primary, corporate, or municipal source reviewed during the research pass. This is not lead generation, and it establishes no buying intent, budget, or commercial interest by any organization. Every material statement is labeled as documented fact, inference, or unknown.

Executive Summary

This demonstration tests whether public-source research can convert a market-entry question — which Western U.S. operating facilities merit further human commercial review? — into a small, defensible dataset built on dated change events rather than generic lead databases. Working from a hypothetical industrial packaging and end-of-line automation supplier entering the Western United States, public announcements were searched across food processing, produce, protein, manufacturing, and distribution, retaining only facilities with a recent, documented, throughput-related change event. Twelve facilities passed verification across seven states, each tied to a primary source (company announcement, municipal record, or corporate release) and separated into documented fact, inference, and unknown. The findings do not establish that any organization intends to purchase equipment, has budget, is dissatisfied with incumbents, or lacks internal capability. What they establish is observable change: facilities whose documented scale, recency, and category of change make them rational priorities for human review. Four accounts carry MEDIUM confidence because their verification base is narrower — either single-source or reliant on less authoritative source types — and are flagged rather than padded. All material is lawfully accessible public information; every inference is labeled, and no negative or speculative claim was needed to demonstrate the method.

Account-Mapping Table

#	Company / Facility	City, State	Category	Documented Trigger (date)	Conf.
1	Darigold — Pasco processing plant	Pasco, WA	Dairy processing	New plant begins receiving milk (Jun 2025)	HIGH
2	Chobani — Twin Falls plant	Twin Falls, ID	Food manufacturing	$500M expansion announced (Mar 2025)	HIGH
3	Nestlé USA — Glendale beverage factory	Glendale, AZ	Beverage manufacturing	New factory and DC opened (Jan 2025)	MEDIUM
4	Church Brothers Farms — Gonzales fresh-cut plant	Gonzales, CA	Produce packing	Mann Packing acquisition completed (Dec 2025)	HIGH
5	Growers Ice Co. — Salinas campus	Salinas, CA	Produce cooling / cold storage	$250M redevelopment; early-2026 completion projected	MEDIUM
6	JBS USA — Greeley beef plant	Greeley, CO	Protein processing	$50M expansion incl. new distribution center (Feb 2025)	HIGH
7	Cargill — Fort Morgan beef plant	Fort Morgan, CO	Protein processing	~$90M automation investment (Jun 2025)	HIGH
8	Martin Brower — Las Vegas DC	Las Vegas, NV	Foodservice distribution	New 181,000 sq ft DC opened (summer 2025)	MEDIUM
9	Dollar Tree — Litchfield Park DC	Litchfield Park, AZ	Retail distribution	1.25M sq ft DC purchase; opened May 2026	HIGH
10	La-Z-Boy — Glendale DC	Glendale, AZ	Furniture distribution	New ~225,000 sq ft DC opened (Nov 2025)	HIGH
11	XNRGY Climate Systems — Mesa 1 facility	Mesa, AZ	Industrial manufacturing	Grand opening of Mesa 1 (Oct 2025)	HIGH

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#	Company / Facility	City, State	Category	Documented Trigger (date)	Conf.
12	Don Pancho (Reser's) — Salem plant	Salem, OR	Tortilla manufacturing	New 300,000 sq ft plant opened (Sep 2025)	MEDIUM

Twelve facilities retained from more than 30 candidate change events inspected. Removed rather than padded: pre-2025 events, capacity-neutral relocations, single-source or scale-limited candidates, and one 2025 event whose documented content was a construction delay rather than a capacity change.

Account Dossiers

1. Darigold — Pasco, WA — Dairy Processing — Confidence: HIGH

Trigger: New processing plant began receiving and processing milk; opening announced June 4, 2025 [S01] [S03].

Documented facts: Plant capacity up to 8 million lb. of milk per day from more than 100 regional farms, producing butter and milk powder; total project investment described by the company as more than $1 billion including on-farm expansion; nearly 200 direct employees; construction began 2022; first dryer and butter production expected by early August 2025 and a second dryer by year-end [S03]. Independent regional reporting confirms first milk processed June 2, 2025, amid continuing construction [S02].

INFERENCE — why it merits further commercial review: A newly commissioned, phased-startup, high-throughput dairy plant creates a defined window in which packaging, palletizing, and end-of-line throughput decisions are plausibly being finalized. This is a research hypothesis, not a purchase indication.

Unknowns: Equipment already contracted or installed; existing automation vendors; dryer-phase completion status.

2. Chobani — Twin Falls, ID — Food Manufacturing — Confidence: HIGH

Trigger: $500 million expansion of the Twin Falls plant announced March 2025 [S04].

Documented facts: Production increase of 50%; more than 500,000 sq ft added, bringing the plant to 1.6 million sq ft with 24 production lines and 1,200+ employees; minimum 160 new jobs; construction to begin immediately with operations expected early 2026; infrastructure agreement among Chobani, the City of Twin Falls, and the city's Urban Renewal Agency [S04] [S05].

INFERENCE — why it merits further commercial review: A 500,000 sq ft capacity addition at a plant the city describes as one of the country's largest food production facilities is a large, dated change event where end-of-line configuration decisions are plausibly in motion. Hypothesis only.

Unknowns: Whether the expansion reached operational status in early 2026 as scheduled; equipment sourcing; incumbent automation relationships.

3. Nestlé USA — Glendale, AZ — Beverage Manufacturing — Confidence: MEDIUM

Trigger: Grand opening of a new beverage factory and distribution center in Glendale announced January 28, 2025 [S06].

Documented facts: 630,000 sq ft facility; investment of over $675 million; approximately 300 jobs; the company's 20th U.S. food and beverage factory; produces refrigerated creamers for several Nestlé-managed brands with stated ability to extend to additional beverages [S06].

INFERENCE — why it merits further commercial review: A completed greenfield plant of this scale is a dated, high-throughput change event; the review hypothesis is that such facilities periodically revisit secondary-packaging and end-of-line throughput as volumes ramp. No purchase intent implied.

Unknowns: Because the plant opened with equipment installed, end-of-line scope may already be committed — one reason this row is MEDIUM despite strong sourcing; independent corroboration was not separately gathered in this pass.

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4. Church Brothers Farms — Gonzales, CA — Produce Packing — Confidence: HIGH

Trigger: Completed acquisition of Mann Packing assets and operations from Fresh Del Monte, announced December 16, 2025 [S08]; the agreement was first announced October 21, 2025 [S07].

Documented facts: Acquired facility is a 200,000 sq ft fresh-cut plant (160,000 sq ft production and cold storage; 40,000 sq ft offices; 7.5 acres reserved for future expansion); all retail processing consolidates to Gonzales, freeing San Juan Bautista, Yuma, and Northern Mexico facilities for foodservice growth [S08].

INFERENCE — why it merits further commercial review: Ownership consolidation of a produce plant with a dedicated future-expansion parcel is a documented integration event; integration decisions about line configuration and throughput typically follow. Research hypothesis, not a purchase claim.

Unknowns: Condition and modernity of inherited equipment; integration timeline; internal engineering resources.

5. Growers Ice Co. — Salinas, CA — Produce Cooling / Cold Storage — Confidence: MEDIUM

Trigger: $250 million redevelopment of the 28-acre Salinas campus into a 400,000 sq ft facility, reported on track for completion in early 2026 [S09].

Documented facts: Redevelopment expands a prior 200,000 sq ft facility that processed more than 2,000 tons of produce per day and more than 30 million cartons annually; space is leased to tenants including Central Coast Cooling; the CEO is quoted on the record [S09].

INFERENCE — why it merits further commercial review: A doubling of physical capacity at a documented high-throughput cooling campus is a capacity-increase trigger; whether end-of-line decisions rest with the operator or with its tenants is unknown — the kind of question human commercial review resolves.

Unknowns: Completion status as of September 2026; tenant decision rights over equipment. A companion verification pass recorded different public investment figures for this project at different planning stages (see the Public-Source Verification and Reconciliation record in this portfolio).

6. JBS USA — Greeley, CO — Protein Processing — Confidence: HIGH

Trigger: $50 million investment at the Greeley beef plant including a new distribution center, announced February 4, 2025, with construction to begin in 2025 [S10] [S11].

Documented facts: Part of a $200 million two-plant announcement (Cactus, TX and Greeley, CO); the release states the projects provide the potential for increased production capacity in the future; the Greeley facility employs more than 3,800 team members [S10].

INFERENCE — why it merits further commercial review: A new distribution center attached to a major processing site is a throughput-logistics change event relevant to end-of-line handling and palletizing. Hypothesis only.

Unknowns: Construction completion status; equipment specifications; incumbent suppliers.

7. Cargill — Fort Morgan, CO — Protein Processing — Confidence: HIGH

Trigger: Investment of nearly $90 million in automation and new technologies at the Fort Morgan beef plant, announced June 5, 2025 [S12].

Documented facts: Part of the company's Factory of the Future initiative; enhancements phased over several years; includes proprietary computer-vision yield technology; approximately $24 million already invested at the site since 2021 [S12]; trade coverage repeats the investment figure [S13].

INFERENCE — why it merits further commercial review: A publicly documented, multi-year automation investment signals active capital deployment at this specific site — an automation-investment trigger. This is an observable change event, not evidence of any additional equipment need.

Unknowns: Scope boundaries of the program; which technology domains are handled by which suppliers; timeline phases.

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8. Martin Brower — Las Vegas, NV — Foodservice Distribution — Confidence: MEDIUM

Trigger: Grand opening of a new 181,000 sq ft distribution center in Las Vegas, marked in summer 2025 [S14].

Documented facts: Services more than 118 McDonald's restaurants; 70+ full-time team members; shore-power enabled, solar-powered, with planned electric fleet additions [S14].

INFERENCE — why it merits further commercial review: A newly opened foodservice distribution center represents a dated, throughput-related change event where material-handling and end-of-line processes are plausibly being tuned. Hypothesis only.

Unknowns: Automation already installed; third-party logistics arrangements; verification rests on a single company newsroom source.

9. Dollar Tree — Litchfield Park, AZ — Retail Distribution — Confidence: HIGH

Trigger: Announced October 3, 2025: purchase of a 1.25M sq ft distribution center in Litchfield Park, anticipated to open spring 2026 with about 400 jobs [S15].

Documented facts: Described as one of the company's largest distribution centers; will serve stores in Arizona, Colorado, Nevada, New Mexico and Utah [S15] [S16]. A follow-up verification pass located May 2026 opening coverage: ribbon-cutting reported May 14, 2026, with approximately 400 jobs and service to about 700 stores across five Western states [S22].

INFERENCE — why it merits further commercial review: A very large distribution-center commissioning is a classic distribution trigger; equipment decisions for a 2026 opening are plausibly recent or in progress.

Unknowns: Public sources report different square-footage figures for the facility at announcement and at opening; the difference is unreconciled in public sources (see the companion verification record).

10. La-Z-Boy — Glendale, AZ — Furniture Distribution — Confidence: HIGH

Trigger: Opening of a new Glendale distribution center announced by the City of Glendale, November 5, 2025 [S17].

Documented facts: Approximately 225,000 sq ft; approximately 30 team members; second Glendale facility; part of a multi-year distribution network transformation program serving the Valley and the greater Southwest [S17].

INFERENCE — why it merits further commercial review: Furniture is a bulky-goods category where end-of-line handling and order-fulfillment processes are throughput-critical; a new distribution center within a stated network transformation is a dated change event meriting review. Hypothesis only.

Unknowns: Equipment configuration; whether other network nodes are planned for the West.

11. XNRGY Climate Systems — Mesa, AZ — Industrial Manufacturing — Confidence: HIGH

Trigger: Grand opening of the Mesa 1 manufacturing facility with a ribbon-cutting October 23, 2025 [S18].

Documented facts: Mesa 1 expected to create 900 jobs when fully expanded; a second facility, Mesa 2 (330,000 sq ft), was announced September 17, 2025 and is expected to add 500 jobs; the company describes these as its fourth significant growth initiative in three years [S18] [S19].

INFERENCE — why it merits further commercial review: Rapid serial capacity additions at a single manufacturing site indicate an active, high-velocity production scale-up, and demonstrate that the method surfaces mid-market manufacturers outside food verticals. No purchase intent implied.

Unknowns: Mesa 2 construction status; equipment sourcing for Mesa 2.

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12. Don Pancho (Reser's Fine Foods) — Salem, OR — Tortilla Manufacturing — Confidence: MEDIUM

Trigger: Grand opening of a new 300,000 sq ft tortilla plant in Salem, September 24, 2025 [S20].

Documented facts: Produces tortillas and tortilla chips for restaurant and retail customers; designed to support demand growth for at least the next two decades; modernized refrigeration and HVAC [S20]. A Marion County economic-development annual report independently documents the company's relocation to 300,000 square feet of the former NORPAC site in Salem, with the company leasing an additional 220,000 square feet beyond its previously contracted 80,000 square feet of warehousing [S21].

INFERENCE — why it merits further commercial review: A brand-new, large-format baked-grain facility is a new-line trigger where packaging and end-of-line throughput was recently configured or may still be in ramp. Hypothesis only.

Unknowns: Equipment already installed; startup ramp status; verification is limited to trade and county sources.

Methodology

Trigger discovery. Category-tuned searches across food processing, produce, protein, industrial manufacturing, and distribution news for 2025–2026 Western U.S. events, favoring verbs that indicate throughput change: opened, expanded, invested, acquired, purchased, broke ground. More than 30 candidate events surfaced; no lead databases, contact lists, or SEO listicles were used as authority.

Original-source retrieval and verification. Each retained candidate was traced toward the top of the source hierarchy: company newsroom or investor-relations releases, municipal and county records, corporate distribution of releases, then credible trade press and regional business press. Every account in this brief was verified by reading the cited page during the research pass; sources verified only at search-result level are marked in the source list.

Qualification. A facility qualified only if its trigger was dated 2025–2026, throughput- or capacity-related, located in the Western U.S., and supported by at least one strong primary or municipal source. Candidates failing any test were dropped rather than downgraded to fill a quota.

Fact / inference separation. Every material statement is labeled documented fact (cited), inference (explicitly marked), or unknown. No inference is presented as fact; the merit-of-review rationale is quarantined in its own labeled line per account.

Exception handling. Conflicts and gaps are preserved, not resolved silently: completion status is stated as unknown where unconfirmed; landlord-versus-tenant decision rights are flagged; no public evidence located was never converted into a negative claim. Candidates removed during exception handling included a 2025 construction-delay report (a change event, but not a capacity increase and needlessly reputation-adjacent), capacity-neutral relocations, pre-2025 events, and small single-source facilities.

Human review. All twelve accounts are research hypotheses for human commercial review only. Four trigger types requiring buyer-side judgment recur: equipment already contracted; phased completion status; landlord-versus-tenant decision rights; and incumbent-supplier relationships, unknown for all twelve.

Coverage and Limits

– This research uses public information only; it is incomplete by construction, and absence of a located document is not evidence that none exists.

– It does not establish buying intent, budget, vendor dissatisfaction, or an absence of internal capabilities for any organization.

– It does not establish that the hypothetical supplier lacks an existing relationship with any organization; every account may have long-standing, satisfied equipment and automation partners.

– It does not replace buyer-side qualification; all twelve accounts are hypotheses for human review.

– Company announcements verify communications and events, not future follow-through; several triggers have phased or unconfirmed completion status.

– Four accounts carry MEDIUM confidence because their verification base is narrower — either single-source or reliant on less authoritative source types — and are flagged rather than padded; Growers Ice rests on one trade publication with an on-record CEO interview.

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– Companies are named because every trigger documented here is a positive, publicly announced event sourced to the organization's own communication or to government records. A public version could anonymize two accounts (Growers Ice Co. and, if preferred, Martin Brower) with minimal loss of methodological value; the underlying source record would be retained privately.

– This is a methodological demonstration, not investment, legal, engineering, or other regulated professional advice.

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Public Source List

Source IDs used in this brief. Each source title is a clickable link; the public URL is printed beneath each title. Dates reflect the cited release or article. Sources marked [verified at search-result level only] were identified through search results and not fully opened; they support no load-bearing claim.

ID	SOURCE	DATE
S01	Darigold: Darigold Opens Pasco Plant — The Largest Dairy Processing Facility in the Northwest https://www.darigold.com/media-room/	Jun 4, 2025
S02	The Spokesman-Review: $900M dairy plant with 200 jobs fires up in Eastern WA https://www.spokesman.com/stories/2025/jun/04/900m-dairy-plant-with-200-jobs-fires-up-in-eastern/	Jun 4, 2025
S03	Feedstuffs: Darigold opens Pasco dairy processing plant https://www.feedstuffs.com/agribusiness-news/darigold-opens-pasco-dairy-processing-plant	Jun 9, 2025
S04	City of Twin Falls: Chobani Announces $500 Million Twin Falls Plant Expansion https://tfid.org/CivicAlerts.aspx?AID=1541	Mar 20, 2025
S05	Food Processing: Chobani Spending $500 Million on Twin Falls, Idaho, Plant Expansion https://www.foodprocessing.com/business-of-food-beverage/capital-spending/news/55276549/chobani-to-invest-500-million-on-twin-falls-idaho-plant-expansion	Mar 21, 2025
S06	Nestlé USA: Nestlé Expands U.S. Beverage Manufacturing in Arizona https://www.nestleusa.com/media/pressreleases/new-beverage-factory-dc-az	Jan 28, 2025
S07	Fresh Del Monte (Investor Relations): Fresh Del Monte and Church Brothers Farms Announce Strategic Agreement on Mann Packing Assets https://investorrelations.freshdelmonte.com/news/news-details/2025/Fresh-Del-Monte-and-Church-Brothers-Farms-Announce-Strategic-Agreement-on-Mann-Packing-Assets-as-Part-of-Long-Term-Growth-Strategy/default.aspx	Oct 21, 2025
S08	Church Brothers Farms: Church Brothers Farms Finalizes Acquisition of Mann Packing https://business.salinaschamber.com/member-press-releases/Details/church-brothers-farms-finalizes-acquisition-of-mann-packing-marking-a-major-expansion-of-its-retail-and-value-added-capabilities-303786	Dec 16, 2025
S09	Produce Processing: Growers Ice Co.'s $250M redevelopment on track for 2026 completion https://produceprocessing.net/news/growers-ice-co-s-250m-redevelopment-on-track-for-2026-completion/	January 2026
S10	JBS Foods Group: JBS USA Announces $200 Million in U.S. Beef Investments https://jbsfoodsgroup.com/articles/jbs-usa-announces-200-million-in-u-s-beef-investments	Feb 4, 2025
S11	CBS Colorado: JBS announces $50 million expansion at Greeley facility https://www.cbsnews.com/colorado/news/jbs-50-million-expansion-greeley-colorado-beef-production/	Feb 4, 2025
S12	Cargill: Cargill to invest $90 million in Fort Morgan, Colo. beef plant https://www.cargill.com/2025/cargill-to-invest-$90-million-in-fort-morgan-colo-beef-plant	Jun 5, 2025
S13	FoodBev: Cargill invests $90m in automation at Colorado beef plant [verified at search-result level only] https://www.foodbev.com/news/cargill-invests-90m-in-automation-at-colorado-beef-plant	Mar 2, 2026
S14	Reyes Holdings Newsroom: Martin Brower Las Vegas Facilities Spotlight https://reyesholdings.com/newsroom/facilities-spotlight-martin-brower-las-vegas	Aug 12, 2025
S15	Dollar Tree: Dollar Tree Announces New Distribution Center in Litchfield Park, Arizona https://corporate.dollartree.com/news-media/press-releases/detail/297/dollar-tree-announces-new-distribution-center-in-litchfield	Oct 3, 2025
S16	Supply Chain Dive: Dollar Tree to open 1.25M-square-foot Arizona distribution center https://www.supplychaindive.com/news/dollar-tree-125m-square-foot-arizona-distribution-center/802153/	Oct 7, 2025
S17	City of Glendale: La-Z-Boy Incorporated Opens Distribution Center In Glendale https://www.glendaleaz.gov/News/Whats-New/La-Z-Boy-Incorporated-Opens-Distribution-Center-In-Glendale	Nov 5, 2025
S18	XNRGY: XNRGY Celebrates Grand Opening of Mesa 1 Manufacturing Facility https://xnrgy.com/press-release/xnrgy-celebrates-grand-opening-of-mesa-1-manufacturing-facility-for-data-center-cooling-solutions-with-a-widely-attended-ribbon-cutting-ceremony/	Oct 27, 2025
S19	AZ Big Media: XNRGY opens Mesa 1 facility, expects to bring 500 more jobs https://azbigmedia.com/real-estate/big-deals/industrial/xnrgy-opens-mesa-1-facility-expects-to-bring-500-more-jobs/	Nov 2, 2025

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ID	SOURCE	DATE
S20	Food Processing: Don Pancho Opens 300,000-Sq.-Ft. Facility in Salem, Oregon https://www.foodprocessing.com/business-of-food-beverage/capital-spending/news/55319503/don-pancho-opens-300000-sq-ft-facility-in-salem-oregon	Sep 26, 2025
S21	Marion County, Oregon / SEDCOR: Annual Report https://www.co.marion.or.us/BOC/Documents/2025%20Current%20Board%20Session/_1__CS_SEDCOR%20Annual%20Report.pdf	2025
S22	Supermarket News: Dollar Tree opens massive distribution center in Arizona https://www.supermarketnews.com/company-news/dollar-tree-opens-massive-distribution-center-in-arizona	May 14, 2026

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