Post closes its Grape-Nuts plant — Modesto/Ceres, Stanislaus County, 2013–14

Post Foods closed its Whitmore Avenue cereal plant between 2013 and 2014, moving Grape-Nuts and Raisin Bran production to Battle Creek, Michigan — a third Stanislaus County closure landing within about thirteen months of Dawn Foods and Patterson Vegetable Company, pushing this project's "compounding closures, same county" finding back two years earlier than previously documented.

140

Jobs at stake, per the plant's announced closure — 300 to 400 more local jobs estimated as indirectly affected.

30M

Projected annual pre-tax savings (in dollars) Post cited for moving production to Michigan.

What happened

Post Foods (Post Holdings) first signaled a possible closure of its Whitmore Avenue plant — on the Ceres city line, addressed as Modesto in most coverage — in March 2013, then confirmed it on April 4, 2013. The plant made Grape-Nuts, by then its main product, having previously also produced Raisin Bran, Great Grains, Kool-Aid, and Tang. Post cited declining U.S. cereal demand and industry-wide overcapacity: "We are committed to addressing our excess capacity." Production moved to Post's Battle Creek, Michigan facility, backed by a $30 million investment there — Raisin Bran and Great Grains starting in November 2013, Grape-Nuts in August 2014. Teamsters Local 386 represented the plant's workers; the closure was explicitly conditional on reaching agreement with the union, though no source found confirms how those talks concluded.

The official state WARN record shows a smaller, later figure — 58 employees across two June/July 2014 filings — almost certainly the final wind-down phase of a closure process that had been running since 2013, outside the archive's coverage, not a contradiction of the original 140-job announcement.

Impact — what we know, and what we don't

- **Jobs:** approximately 140 at announcement; 58 confirmed in the final 2014 WARN filings; 300–400 additional local jobs estimated as indirectly affected.
- **Teamsters Local 386 negotiation outcome:** not documented in any source found.
- **What became of the Whitmore Avenue building after 2014:** not documented in any source found.

Part of a larger pattern

This closure sits in the same narrow window as **Dawn Foods' Modesto bakeries** (March 2012) and **Patterson Vegetable Company** (June 2012) — all three land within about thirteen months of each other, between June 2012 and the completion of this closure in 2014. It's also another named instance of a pattern that shows up elsewhere in this project: declining demand prompting a move to a cheaper, larger out-of-state site, the same logic behind Rock-Tenn's Kerman closure in Fresno County, which moved its business to Greenville, Texas.

Sources

- Ceres Courier, "140 jobs at stake if post closes plant." Access: not-captured — a public URL exists for this source and this project has not recorded it.
- bakeryandsnacks.com / foodnavigator-usa.com, "Post Holdings will close Modesto, CA, plant by September 2014" (8 April 2013). Access: not-captured — a public URL exists for this source and this project has not recorded it.
- CBS News (San Francisco), "Cereal maker wants to pack its boxes and move out of California." Access: not-captured — a public URL exists for this source and this project has not recorded it.
- California Employment Development Department, WARN Act filings, FY2014–2015. Access: obtained — taken directly from the agency's own filings rather than from a web page.

Full citation detail and source archive: **Data**. Back to **all case studies**.