

Rutgers Food Innovation Center

e-nnovator News

April 2008

Welcome to the April issue of the Rutgers Food Innovation Center's e-nnovator News! e-nnovator News is a monthly email newsletter for our friends, colleagues and partners that highlights the latest news from the Food Innovation Center, a business incubation and economic development accelerator program of the Rutgers New Jersey Agricultural Experiment Station.

Food Innovation Center News

Food Innovation Center to Sponsor First Cumberland County NJAWBO Meeting

In an effort to help find and support the women business owners of Cumberland County, the New Jersey Association of Women Business Owners has partnered with the Rutgers Food Innovation Center to start a monthly lunch meeting. The first meeting will be held at the Rutgers Food Innovation Center in Bridgeton on Wednesday, April 30th from 12:00pm to 2:00pm. Gwen Faulkner, Southern Regional President of NJAWBO, will speak on what NJAWBO can do for you and your business and Diane Holtaway, Associate Director of Business Development for the Food Innovation Center, will also speak about FIC programs and services. The registration fee is \$10, until April 28th. To register, please see:

<http://www.whoscoming.com/njawbotri/CumberlandCounty.html?trig=new>

Community Farmers Market Seminars A Great Success

Nearly 100 New Jersey food processors, farmers and Community Farmers' Market managers gathered at forums held throughout New Jersey on April 1, 2 and 3, and heard results of a recent study undertaken to examine potential opportunities at Community Farmers' Markets (CFMs) in the Garden State. The numbers of CFMs in New Jersey grew 158 percent, or three times the national rate, since the year 2000: from 40 in 2000 to 103 by the end of the 2007 growing season. Participants learned that consumers are seeking local foods for purchase and value an interaction with New Jersey farmers; communities are increasingly seeing farmers markets as a vehicle for local economic development; and farmers have found this to be an opportunity in which they can earn considerably greater income. The forums were held in Bordentown, Paterson, and Bridgeton, and a press release about these events can be found at:

<http://www.foodinnovation.rutgers.edu/2008FarmersMarketPressRelease.pdf>

Marcia and Tom Blackwell Named *Edible Jersey's* Local Heroes

Our congratulations go out to Marcia and Tom Blackwell, owners of Blackwell's Organic Gelato and clients of the Food Innovation Center, who have received *Edible Jersey's* First Annual Readers' Choice Local Hero Award for best New Jersey Food Artisan. The Blackwells were honored at an award ceremony, along with other category winners: Dryer Farms of Cranford, NJ, Best New Jersey Farm; A Tote Heure of Cranford, NJ, Best Restaurant; Small World Coffee of Princeton, NJ, Best Beverage Artisan; and Slow Food's Northern New Jersey chapter, Best Non-Profit.

Blackwell's Organic Gelato is based out of Red Bank, NJ and offers organic soy gelato and fruit sorbetto, all vegan and cholesterol free, hand-crafted with locally grown USDA Certified Organic ingredients and Fair Trade Certified cocoa and coffee. Their products can be found in various specialty food retailers in New Jersey, New York, Pennsylvania, Delaware and Maryland as well as on the menus of a small number of local restaurants. For more information on Blackwell's Organic, please see their website:

<http://www.blackwellsorganic.com/>

To view the Local Hero article in *Edible Jersey's* Spring 2008 edition, please see:

<http://www.foodinnovation.rutgers.edu/localhero.html>

Incubator Construction Update

We are rapidly nearing completion of the construction of our new 23,000 square foot business incubator facility! The cabinetry is currently being installed and the painting of the interior of the building has just begun. Over the next two weeks, the grounds will be graded and the lawn seeded. For photos of the progress, please see:

<http://www.foodinnovation.rutgers.edu/incubatorupdateAPR.html>

For more information about our incubator's capabilities, see:

<http://www.foodinnovation.rutgers.edu/plans.html>

Food Innovation Center Debuts New Booth Design at EPPA Conference

The Food Innovation Center debuted a new booth design at April 9th's EPPA Conference. This full color, 8'x10' display features vivid portrayals of some of the Value-Added products the Food Innovation Center can assist with developing, producing and bringing to market. The new booth will be taken to all upcoming trade shows this spring and summer. To view photographs of the new design taken at the EPPA conference, please see: <http://www.foodinnovation.rutgers.edu/display.html>

Upcoming Events

Food Innovation Center partners with NSF International to offer specialized food safety training classes for New Jersey food and agricultural producers

A series of seminars will be held during the May – July timeframe, which will provide educational training relevant for established food companies seeking to upgrade quality assurance systems, enter new markets, and expand and improve their operations; startup food companies wishing to adopt best practices in their operations; farmers and cooperatives desiring to create new businesses based on value-added agricultural products; and also retail and food service establishments seeking to better understand the

food safety practices of their suppliers. New standards are being adopted in the marketplace, such as the Safe Quality Food (SQF) system, and more information on these subjects has been requested by Food Innovation Center clients. Food businesses in the New Jersey region can be among the first to recognize, and potentially adopt, these new standards of quality. The courses are being provided by NSF International, and include:

- **HACCP Manager Certification (May 13-14)** - in this seminar, participants will learn the seven principles of Codex HACCP (Hazard Analysis and Critical Control Points), how they relate to prerequisite programs, and how to write HACCP Plans and implement HACCP in food processing, distribution and preparation environments. For more details and to register, visit <https://www.regonline.com/builder/site/Default.aspx?eventid=191950>
- **Implementing and Auditing Safe Quality Food (SQF) Systems (June 4-6)** – in this seminar, participants will gain detailed knowledge and understanding of the SQF codes. They are required for those individuals who wish to become SQF Experts and/or Auditors. For more details and to register, visit <https://www.regonline.com/builder/site/Default.aspx?eventid=190771>
- **Preparing for a Third-Party Audit, and Food Defense/Product Security (July 15-16)** – in this seminar, participants will learn to prepare for a NSF third-party Cook & Thurber audit, and review the 2008 NSF Cook & Thurber Expectations Manuals, procedures and terminology, the corrective action process, and other items that will enhance the benefits of the audit process. In addition, participants will gain from the NSF Food Defense/Product Security class, which is designed for food safety managers and risk managers working to integrate product security programs into existing food safety programs. For more details and to register, visit <https://www.regonline.com/builder/site/Default.aspx?eventid=191970>.

For additional information about these courses please see our press release:

<http://foodinnovationcenter.rutgers.edu/2008FoodSafetySeminars.pdf>

All courses will be offered at the Rutgers EcoComplex facility in Bordentown, NJ. For directions to the Rutgers EcoComplex, see

http://ecocomplex.rutgers.edu/about_us_directions.php

New Jersey Pavilion at the 2008 Fancy Food Show

The Rutgers Food Innovation Center will be exhibiting at this summer's NASFT Fancy Food Show. The 54th Summer Fancy Food Show will be held at the Jacob K. Javits Center in New York from June 29th to July 1st. Any New Jersey companies or organizations interested in exhibiting in the New Jersey Pavilion should request a co-location in that area. For more information on membership to NASFT, the Fancy Food Show, or how to register, please see:

<http://www.specialtyfood.com/do/fancyFoodShow/LocationsAndDates>

Food Innovation Center to Host International Conference on Business Incubators

The Rutgers Food Innovation Center will host a major international conference and networking forum on best practices in food business incubation from October 4-8, 2008 in Cherry Hill, New Jersey. Food Business Incubation Network 2008, or FoodBIN 2008, will attract a multitude of domestic and international government and university

organizations, as well as community non-profits to New Jersey. Attendees will also be able to benefit from the 2008 national conference of the Community Food Security Coalition, which will be held concurrently. For more information on this upcoming conference, please see: <http://www.foodinnovation.rutgers.edu/2008FoodBINPR.pdf>

Upcoming FIC Presentations at Regional & National Conferences

The Rutgers Food Innovation Center team will be presenting at several conference events over the coming months. These include the following:

April 30, 2008 – NJAWBO’s First Cumberland County Meeting. – Diane Holtaway presenter. <http://tricounty.njawbo.org/site/c.eoIJLPOrGIF/b.1364855/>

May 4-7, 2008 - NBIA’s 22nd International Conference on Business Incubation, “Best Practices in Business Incubation for the Agriculture and Food Industries” – Lou Cooperhouse presenter. http://nbia.org/nbia_events/conf2008/sessions.php

May 15, 2008 – Refrigerated Foods Association Webinar, “Hurdle Technologies for Food Safety and Quality”, Lou Cooperhouse presenter.
<http://refrigeratedfoods.org/techforum.html>

Brief Feedback Survey

Please take a moment to complete a brief, 5 question survey about **e-nnovator News**. Your feedback will allow us to tailor e-nnovator News to best suit your needs.
http://www.surveymonkey.com/s.aspx?sm=aCOZSIWQTjymLqgsBnlHqQ_3d_3d

More information about the Rutgers Food Innovation Center can be found on our website at <http://www.foodinnovation.rutgers.edu/>