

# Rutgers Food Innovation Center

## *e-innovator News*

August 2008

- Over 800 food businesses and entrepreneurs assisted to date •
- Awarded *Incubator of the Year* by the National Business Incubation Association in 2007 •

*Welcome to the August issue of the Rutgers Food Innovation Center's e-innovator News. e-innovator News is a monthly email newsletter for our clients, 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**

### **We've Moved!!**

After six years of planning and fundraising, construction on our new 23,000 square foot business incubator facility is at last complete!! The construction process itself took just over one year, and we are pleased at the outstanding results of our efforts, and the tremendous capabilities of our new facility. Our staff spent the first weeks of August closing down our former office on Commerce Street, and moving in to our new incubator facility located at 450 East Broad Street (Route 49) in Bridgeton. Our thanks go out to all of you who were so patient with us while our phone and internet lines were down, and also to the Rutgers Facilities team, Telecom & IT team, Security team and Moving team for making this transition as smooth as possible.

The incubator facility will be operational by October 2008, as equipment is being installed over the months ahead, and over twenty prospective clients have already visited the facility to see how it can best meet their needs. For an updated overview of our new facility and its capabilities, please see: <http://www.foodinnovation.rutgers.edu/incubatoroverview.html>

To view our updated photo collage of the facility and the equipment currently installed, please see: <http://www.foodinnovation.rutgers.edu/incubatorcomplete.html>

### **Food Innovation Center Grand Opening Event – October 17<sup>th</sup> - Save the Date!!**

The Food Innovation Center's Grand Opening will be held on October 17, 2008, beginning at 10am. The event will include presentations from federal, state and local dignitaries who have made this momentous occasion possible, and will be followed by a ribbon cutting and guided tours of our new facility. Attendance for this event is anticipated to be significant, and all are welcome. We ask that you please RSVP if you plan to attend, by completing the form at: <http://foodinnovation.rutgers.edu/ficrsvp.asp>

### **Meet Our Team**

We've updated our website with current bios for the Food Innovation Center team, including full time and part time staff. You can get to know us at:

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

## Updates & Accomplishments

### **Food Innovation Center Staff Articles & Presentations**

Lou Cooperhouse, Director of the Rutgers Food Innovation Center, and Tom Orton, Extension Specialist in Plant Biology and Pathology at Rutgers Cooperative Extension, co-authored the cover story article for the August/September issue of *Food Safety Magazine*. This 6,000 word story, entitled "Breaking the Perishable Products Paradigm: Hurdle Technology Solutions from Field to Fork", was very timely in light of the national outbreak of Salmonella that occurred over the past few months. There were a total of 5 contributors to this article from the Rutgers New Jersey Agricultural Experiment Station, as this article was reviewed by Don Schaffner, Professor, Extension Specialist in Food Science, and Director of the Center of Advanced Food Technology; and Wesley Kline, Cumberland County Agricultural Agent at Rutgers Cooperative Extension. In addition, the photographs located within the article were taken by Jack Rabin, Director of Farm Programs and Associate Director of the Rutgers NJAES. This article can be viewed here:

<http://www.foodsafetymag-digital.com/foodsafetymag/20080809/?pg=46>

[http://www.foodinnovation.rutgers.edu/Food\\_Safety\\_Magazine\\_Cooperhouse\\_Orton.pdf](http://www.foodinnovation.rutgers.edu/Food_Safety_Magazine_Cooperhouse_Orton.pdf)

Carol Coren & Beth Feehan contributed an article to the latest edition of *Edible Jersey* entitled "To Market: Farmers Markets Connect Farmers and Consumers." The article can be found here:

<http://www.foodinnovation.rutgers.edu/ToMarket.pdf>

Lou Cooperhouse authored a story in the *CSP 2008 Foodservice Resource Guide*, entitled "The Technological Tool Box". This magazine serves the convenience store industry, which is increasingly selling convenient, prepared foods and competing with traditional supermarket and restaurant offerings. A copy of this article can be seen at this link:

[http://www.foodinnovation.rutgers.edu/tool\\_box\\_cooperhouse.pdf](http://www.foodinnovation.rutgers.edu/tool_box_cooperhouse.pdf)

Lou Cooperhouse gave a presentation entitled "Innovation in Prepared Foods: Trends, Technologies and Tactics for Optimizing Your Success", at the "Food Service at Retail Expo 2008." This presentation focused on consumer food trends and the top ten trends affecting our food industry, food safety technologies from "farm to fork" that will enhance quality and safety, and how organizations can optimize their resources into innovative teams. To view the PowerPoint slides from the expo, please see:

[http://foodinnovation.rutgers.edu/2008\\_Cooperhouse\\_CSP\\_Presentation.ppt](http://foodinnovation.rutgers.edu/2008_Cooperhouse_CSP_Presentation.ppt)

### **Food Innovation Center in the News**

The Food Innovation Center has been in the news quite frequently over the past few weeks. Here's a look at some of the articles which featured the Center.

*The Star Ledger*: "Three Cheers for the Red, White and Blueberries"

[http://www.foodinnovation.rutgers.edu/three\\_cheers\\_NJdotcom.pdf](http://www.foodinnovation.rutgers.edu/three_cheers_NJdotcom.pdf)

*NJ Biz*: "Business Booms Down on the Farm"

[http://www.foodinnovation.rutgers.edu/business\\_booms\\_njbiz.pdf](http://www.foodinnovation.rutgers.edu/business_booms_njbiz.pdf)

*The Star Ledger*: "Make it Your Business"

[http://www.foodinnovation.rutgers.edu/make\\_it\\_your\\_business\\_Star-Ledger.pdf](http://www.foodinnovation.rutgers.edu/make_it_your_business_Star-Ledger.pdf)

*Edible Jersey*: "Farmers' Markets Connect Farmers and Consumers"

<http://www.foodinnovation.rutgers.edu/ToMarket.pdf>

## **2008 Summer Fancy Food Show a Great Success**

The Food Innovation Center's booth at the 2008 Fancy Food Show in New York was a great success. The show gave the Center an opportunity to showcase itself to a wide variety of producers, buyers, distributor and wholesalers.

Also, the Center would like to extend its heartfelt congratulations to our client Marcia Blackwell of Blackwell's Organic. Marcia's Organic Raspberry Sorbetto was the winner of the 2008 NASFT Sofi Awards for Outstanding Products in the category of Outstanding USDA-Approved Organic Product at the Fancy Food Show. For more information on Blackwell's Organic and this award, please click here to visit:

<http://www.foodinnovation.rutgers.edu/BlackwellsWinSofiGold.pdf>

## **Staff Member Celebrates 20 Years with Rutgers University**

Bernadette Gill, Administrative Assistant for the Rutgers Food Innovation Center celebrated her 20 year anniversary with Rutgers University on June 27<sup>th</sup>. All of us here at the Center would like to extend our congratulations to her on this accomplishment.

Bernadette joined Rutgers University in 1988 providing executive level support for the Family and Consumer Sciences Educator of the South Jersey regional division. When the Food Innovation Center first opened its doors in January 2001, Bernadette became one of its first staff members. She has been responsible for the management and administration of contacts with the Center's clients, suppliers, consultants and vendors. She has provided day-to-day administrative support to the Center director and staff and has coordinated and managed the many seminars and workshops sponsored by the Center.

## **Upcoming Events**

### **Center Organizing International Conference on Food Business Incubation**

The Rutgers Food Innovation Center is organizing 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. Speakers for this event include Lou Cooperhouse, Margaret Brennan, Diane Holtaway and Carol Coren from the Rutgers FIC, and also include outstanding panels with the following speakers:

- Dionne Toombs, National Program Leader, Competitive Programs, USDA CSREES
- Elizabeth Tuckermanty, Natl. Program Leader, Competitive Programs, USDA CSREES
- Andrew Law, State Director, Rural Development, USDA-New Jersey
- Ron Tanner, Vice President, National Association for the Specialty Food Trade
- Caleb Zigas, Program Director, La Cocina Community Kitchen
- Jan Tusick, Program & Commercialization Director, Mission Mountain Food Enterprise Center
- Larry Fisher, Director of Business Incubation & Finance, Appalachian Center for Enterprise Networks
- Ken Gossen, Director of Food Processing Development, Alberta Agriculture & Rural Development
- James Duffy, Partner in Charge, Food Industry Group, Wiss & Company

For more information on this upcoming conference, and a link to the complete agenda, please see: <http://www.foodinnovation.rutgers.edu/foodbin.html>

## **Brief Feedback Survey**

Your feedback is important to us. Please take a moment to answer just five questions regarding the Food Innovation Center's **e-nnovator News**, so that we can tailor future issues to best meet your needs. To complete the survey, go to:

[http://www.surveymonkey.com/s.aspx?sm=aCOZSIWQTjymLqgsBnlHqQ\\_3d\\_3d](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/>