

Rutgers Food Innovation Center

E-nnovator News!

November 2007

*Welcome to the November 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.*

*The **E-nnovator News** is now being archived as well. To read past issues, see The Food Innovation Center's website: <http://www.foodinnovation.rutgers.edu/Ennovator.html>*

*Also, 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*

Food Innovation Center News

Farmer “Growing Your Business” Seminars a Great Success!

Twenty-Three Participants Receive Certificates of Entrepreneurship

Approximately sixty attendees were present at our fifth and final “Growing Your Business” seminar, which was held on November 14. At the conclusion of this event, twenty-three entrepreneurs from the food and agriculture industry in New Jersey, who had each attended at least four of our seminars, received a graduation certificate from Mark Robson, Ph.D., Director of the New Jersey Agricultural Experiment Station; Lou Cooperhouse, Director of the Rutgers Food Innovation Center; and Ned Lipman, Director of the Rutgers Office for Continuing Professional Education.

This fifth seminar, entitled Business and Marketing Plans, featured outstanding presentations from Joe Mollineaux of the NJ Small Business Development Center, Steve Marakevich of First Pioneer Farm Credit, and Adam Borden of Bradmer Foods. This energized and interactive panel was moderated by Mike Marandola of Rutgers Cooperative Extension of Salem County. Photos of our “graduates” and pictures from this event can be seen at: <http://www.foodinnovation.rutgers.edu/Session5Pics.pdf>

The second, third and fourth and fifth installments in our Growing Your Business seminars all took place during the busy month of October. On October 2nd, Jim Prevor, Publisher of Produce Business magazine, spoke on Competitors and Competition. October 17th featured speaker Bob Burke of the Natural Products Consulting Group, on the topic of Distributors & Distribution. And on October 30th, Allen Samson, President

and founder of ESCA Enterprises gave his presentation on the Product Development Process. Photographs of these three workshops can be found on our website at:
Session Two Photographs: <http://foodinnovation.rutgers.edu/session2pics.pdf>
Session Three Photographs: <http://foodinnovation.rutgers.edu/session3pics.pdf>
Session Four Photographs: <http://foodinnovation.rutgers.edu/session4pics.pdf>

Incubator Construction Update

Construction on our 23,000 sq. ft food business incubator facility is progressing rapidly! We are very excited to report that the underground piping work has concluded and the concrete floor is now being poured. The exterior metal frame structure has arrived at the construction site, and this frame will be erected over the next month. For updated photos of the progress, see: <http://www.foodinnovation.rutgers.edu/incubatorupdateNOV.html>
For more information about our incubator's capabilities, see:
<http://www.foodinnovation.rutgers.edu/plans.html>

Incubator Equipment Purchases

The purchase of food processing equipment for the incubator has begun. A number of stainless steel equipment items were recently purchased at an outstanding auction event, and are now being held in storage. These include a dual ribbon blender, two 100-gallon double-motion scraped surface agitation tilt kettles, a cook tank, two single station and one dual station filler depositors, two code daters, a bag sealer, two metal detectors, a dough roller, pack-off conveyors, floor scales, two stand-up ride-on scissor lift fork trucks, and numerous stainless steel tables, racks, tubs, and sheet pans. Over the next six months, we will be securing a great deal of equipment for the incubator, so that we can begin production of products for our clients as early as next summer!

Upcoming Events

Upcoming FIC Presentations at Regional & National Conferences

The Rutgers Food Innovation team will be presenting at several conference events this winter. These include the following:

January 17, 2008 – Vegetable Growers Association, “New Enterprises: What are the Possibilities? – Farm Enterprise Trends” - Lou Cooperhouse presenter.
<http://www.njveggies.org/convention.htm>

February 6, 2008 - Mid-Atlantic Direct Marketing Conference & Trade Show, “Trends: What’s driving the Demand for New Farm Market Products?”, and “Resources Available to Manufacture Your Farm Products” - Lou Cooperhouse presenter.
<http://www.madmc.com/>

February 6, 2008 - Mid-Atlantic Direct Marketing Conference & Trade Show, "Fresh Ideas for Farmers Markets – Best Practices Study Results of Rutgers Food Innovation Center" Diane Holtaway and Carol Coren presenters. <http://www.madmc.com/>

March 18, 2008- Food Safety and Security Summit, "Processing and Packaging Strategies For Optimal Food Quality and Safety" - Lou Cooperhouse presenter, <http://www.foodsafetysummit.com/fssevent.php>

Recent Award

CSREES Award

The Food Innovation Center is pleased to announce that it has been nationally recognized by USDA CSREES (Cooperative State Research, Education and Extension Service) with its Partnership Award for "Innovative Program Model" and for "achievement as a model for community and economic development and jobs creation". This was presented by USDA CSREES Administrator Colien Hefferan, at their Annual Day of Appreciation event on October 10 in Washington DC. This award was created to recognize a program at a land-grant university or other cooperating institution that responds to critical and emerging regional or national issues, and combines resources in new ways. Lou Cooperhouse, Director of the Rutgers Food Innovation Center, and Margaret Brennan, Associate Director of the New Jersey Agricultural Experiment Station, received this award. A photo from the event can be seen at:

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

The entire Food Innovation Center team received certificates of achievement, and was cited for this award in the CSREES Update.

<http://www.csrees.usda.gov/newsroom/newsletters/update07/101707.html>

For more information on the award, please see:

http://www.foodinnovation.rutgers.edu/PR2007_CSREES.pdf

Recent Grants

RCDG Grant

The Food Innovation Center has just been awarded a Rural Cooperative Development Grant from USDA, which will enable it to continue a very successful program it began two years ago. These funds will allow FIC to carry forward the work begun with its Business Association Mentoring Program, and provide New Jersey food businesses with a one-stop resource for cooperative marketing, distribution, purchasing and production initiatives. For more information on the grant, please see:

http://www.foodinnovation.rutgers.edu/Cooperative_Business_Ventures.pdf

For more information on the Food Innovation Center's Business Association Mentoring Program, please see: <http://www.bam.rutgers.edu/>