Welcome to the Winter 2011 issue of the Rutgers Food Innovation Center’s e-nnovator News. e-nnovator News is an 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

Commemorating Two Years of Innovation
On October 25, 2010 the Food Innovation Center (FIC) celebrated its two year anniversary with an exciting afternoon of presentations and product sampling that provided attendees with an introspective look at the past, present and future of food innovation in the Garden State. Guests learned about the work of the FIC and were able to meet with many of the clients that are working with the FIC staff to enhance their business and products. Speakers including Rep. Frank A. LoBiondo, Secretary of Agriculture Douglas Fisher, and Bridgeton Mayor Albert Kelly spoke to guests about the work of the center and the countless success stories to come out of the center since its inception. While presenters from various backgrounds, positions and agencies touched on a number of different topics, a common thread that ran through the event was the shared sense of accomplishment over the progress that the center had made in such a brief period. Those in attendance could not help but be caught up in the energy of the event and speculate about the exciting possibilities that lie ahead for the FIC facility, staff and food entrepreneurs. New Jersey based companies including Campbell Soup Company, Violet Packing, Seabrook Farms, Cumberland Dairy and P.J. Ritter Foods (1854 - late 1990s) were also represented and honored at the event in the official unveiling of the Center’s ‘Heritage of Food Innovation’ mural.


5 Emerging Consumer Trends for Food in the Year 2011

Pie - Hailed by many as the ‘Ultimate Comfort Food,’ this country home treat is poised to go mainstream in 2011. Appearing in several variations such as deep-fried, bite-sized and even in shakes, the one-dish meal has become especially appealing and is hot on the heels of 2010’s cupcake craze. Rutgers Food Innovation Center client Twin Hens is ahead of the curve. Owners Linda Twinning and Kathy Herring have been making delicious pot pies with the help of the FIC since November 2009.

http://www.twinhens.com/
Popsicles Going Global and Artisan Gourmet Ice Pops are popping up filled with all sorts of diverse and exciting ingredients. The ice pop trend, which may be co-opted by larger manufacturers, is all about the flavors. Taste savvy consumers are looking for more than just another ‘cherry’ flavored ice pop. FIC client Brewla Bars have developed a line of gourmet ice pops with tea infused flavors. With a selection including Salted Vanilla Black Tea, Cherry Pomegranate Red Tea, Raspberry Green Tea and Peach Ginger White Tea, Brewla Bars live up to their slogan, ‘Lick well, live well!’


Technology - With the growing popularity of smart phones consumers are starting to interact with food producers in new and exciting ways. Expect to see food producers raising awareness about QR codes (two-dimensional barcodes) and becoming more reliant on mobile phone application as well as social-media based advertisements and discounts.

http://www.hs.facebook.com/pages/Rutgers-Food-Innovation-Center/113901545289848

Food Geography - This year’s educated diner wants to know exactly where their food is coming from. They want to feel confident that an independent producer is creating a high-quality, safe and fresh product that supports a local economy. The FIC works with a number of clients who are proud to use Jersey Fresh produce in their products and who benefit from the new ‘Made with Jersey Fresh’ label recently made available to them. Circle M Fruit Farms Peach Cider and Peach Salsa, Flaim Farms Panther brand frozen Eggplant and Zucchini, Jersey Naturals Mia Cucina Marinara Sauces, First Field Artisan Ketchup and many others now proudly display the ‘Made with Jersey Fresh’ seal on their package.


Local Marketplaces - The age of the all encompassing super-grocer may be coming to a close. Seeking quality, community, and variety, consumers are predicted to increasingly shop at locally-owned specialty shops and markets for everyday food items including meat, breads, and vegetables. The Food Innovation Center recently conducted a full feasibility and business plan for the Landis Marketplace in downtown Vineland, NJ. The year-round indoor public market will be opening in spring 2011 and will feature specialty food and food related products from over 30 different merchants, including an Amish Market.

http://www.landismarketplace.com/

FIC Awarded Rural Cooperative Development Grant
The Rutgers Food Innovation Center was recently awarded a $225,000 Grant by the U.S. Department of Agriculture to support the development of cooperative organizations across the state. The USDA provided funds will be used in a number of different FIC projects including the support of the center’s work with 140+ community farmers markets and their effort to form a statewide Farmers Market Alliance. The grant will also help the FIC develop a Cooperative Resource Center which will provide technical support, professional services, education and guidance to cooperatives in NJ. Developing a resource center will bolster the agricultural and food industries and will allow
individuals in the region to take full advantage of the many economic benefits that cooperative structures offer. The USDA grant is part of an $8.3 million dollar program which aims to improve economic conditions in rural areas by developing and strengthening the operations of cooperatives. The success of these voluntarily owned and controlled businesses will help build vital infrastructure in the garden state that increases community vitality and ultimately benefits all members of the community.


**FIC Receives Federal Grant to Help Bring NJ Produce into NJ Schools**
The Rutgers Food Innovation Center will spend the next year developing innovative and healthy ways of integrating New Jersey grown produce into the state’s school food program. The NJDA and Rutgers FIC received a $51,215 Federal Grant to Enhance School Lunch/Breakfast and snack programs. Under the terms of the grant, the NJDA and FIC will create new value-added agricultural products that meet the nutritional needs of children in New Jersey schools, which will also provide benefits to New Jersey Farmers. United States Agriculture Secretary, Tom Vilsack, announced the grant as part of more than $1.3 million in matching grants to 18 states, provided under the Federal-State Marketing Improvement Program (FSMIP). The FIC will work with health professionals and NJ School Food Service directors to understand the needs and barriers that the school food service program faces. The end result will deliver kid-tested, value-added products that utilize fresh fruits and vegetables from NJ growers.


**Representatives from Multi-Billion Dollar Chinese Company Meet With FIC**
Officials from COFCO, a Chinese-owned state enterprise, visited the Rutgers Food Innovation Center on Nov. 11, 2010 to tour the facility and explore areas in which the company could collaborate with the FIC in developing the next generation of value-added food products. COFCO is one of China’s largest food manufacturers, they are an international importer and exporter of grains, oils and foodstuffs valued at $21 billion US dollars. COFCO was ranked among the Global Fortune 500 top businesses of 2010. Representatives were especially interested in product areas that promote health and nutrition as well as those that help manage obesity. The COFCO team expressed interest in working with the Center in the development of nutraceuticals and several other healthy food concepts including a ginger-based beverage and condiments derived from New Jersey’s lycopene-rich tomatoes.


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**New Federal Food Safety Legislation Passes**
After a number of set backs and congressional delays, the Food Safety Modernization Act was signed into law by President Obama on January 4, 2010. The Food Safety Modernization Act, which is the first major change to the nation’s Food Safety Laws since 1938, expands the reach and regulatory powers of the Food and Drug Administration. Under the provisions of FSMA, the FDA will have the power to directly issue food recalls, inspect internal records, and require food producers to have qualifying
plans in place for identifying and addressing safety risks. The new legislation calls for the creation of a new method for tracking and tracing fruits and vegetables as well as the review of food safety practices in countries currently importing products to America. The $1.4 billion-dollar bill enjoyed bi-partisan support and the backing of numerous consumer and industry groups including the Consumers Union and the Chamber of Commerce. The FSMA also includes controversial exemptions for small food companies and local farms that sell directly to consumers, do less than $500,000 in sales annually and may be unable to reach the standards designed for larger companies. Prior to the passage of the legislation only certain commodity groups (such as meat, eggs and seafood) were required to have HACCP (Hazard Analysis and Critical Control Point) plans. Going forward, every company producing food products for sale must document that they have a HACCP-type plan in place. Donna Schaffner, Associate Director of Food Safety, Quality Assurance and Training at the FIC offers classes on ‘How to write a HACCP plan’ and can assist food processors in developing and implementing food safety plans in order to be compliant with the new FDA regulations.

http://thomas.loc.gov/home/gpoxmlc111/h2751_enr.xml

**Expanded 'Jersey Fresh' Bill Signed Into Law**

Legislation that would expand the state’s ‘Jersey Fresh’ program to include foods made with New Jersey Department of Agriculture quality-graded products was signed into law by Gov. Christie Jan. 5, 2011. “This expansion of the ‘Jersey Fresh’ program will further help promote and preserve our state’s vital farming industry,” said Assemblywoman Alison Littell McHose, who sponsored the bill. “We need to look out for our local farmers, otherwise, they will disappear and our state will lose an important part of its heritage and economy.” The legislation, which received bi-partisan support, provides for the designation of baked goods and other food products prepared with ‘Jersey Fresh’ produce as ‘Made with Jersey Fresh.’ The law also encourages the purchase of ‘Made with Jersey Fresh’ products by the New Jersey Division of Purchase and Property and at service areas along the Garden State Parkway, New Jersey Turnpike and Atlantic City Expressway operated by the New Jersey Turnpike Authority and South Jersey Transportation Authority.

http://www.politickernj.com/43933/mchose-expanded-jersey-fresh-bill-signed-law

http://www.state.nj.us/agriculture/

**NJFPA Conference 2011**

The New Jersey Food Processors Association held its annual conference at the Westin Mount Laurel in Mount Laurel, NJ on Jan. 31, 2011. Entitled ‘2020 Foresight: Planning for Success in a Changing Environment’ the NJFPA conference was moved from Buena, NJ to its current location in order to accommodate the 200+ individuals and dozens of food businesses in attendance. Keynote speakers included Lt. Governor Kim Guadagno, Chief Executive Officer of the New Jersey Economic Development Authority Caren S. Franzini, and Secretary of the NJ Department of Agriculture, Douglas Fisher. In addition Dr. John Stanton, Chair and Professor of Food Marketing at St. Joseph’s University, Herbert J. Cohen, partner with Emerging Strategies Group and host of Executive Leaders Radio, and David Brogan, Vice President, NJ Business and Industry Association rounded out the agenda. Each speaker spoke about the changing business climate and provided
information on critical issues and legislation that directly affect the business community today and in the future. The New Jersey Food Processors Association (NJFPA) is an organization of manufacturers and suppliers of food and agricultural products joined together to promote best practices, share information and expand the food industry of New Jersey and the surrounding region.


Good Luck Lou!
We offer our sincere congratulations to Lou Cooperhouse, who has served with distinction as the director of the Rutgers Food Innovation Center (FIC), as he moves on to become the President and Chief Operating Officer of F&S Produce, a food processing company based in Rosenhayn, New Jersey. His new position was effective on November 1, 2010.

Lou’s affiliation with Rutgers and the FIC dates to 2001. His strong leadership at the center has led to a new model for regional economic development that has received worldwide recognition and attracted millions of dollars in external funding for capital and operating needs. In recognition of its proven track record in providing business and technology expertise to small and mid-size food companies in New Jersey, the center was named “Incubator of the Year” by the National Business Incubation Association, in the services and manufacturing category. Among other honors, FIC has also been recognized by USDA Rural Development as an “Agricultural Innovation Center Demonstration Program,” one of 10 centers with this designation in the U.S.

As a result of Lou’s leadership and the strong foundation that he’s laid at the FIC, the center is on a trajectory towards meeting its strategic goals as an engine of enterprise and economic development for New Jersey. We look forward to working with Lou in the future as he takes on the role of chair of the FIC’s Board of Advisors. We wish him all the best in his new career!

Margaret Brennan-Tonetta, Associate Vice President for Economic Development at Rutgers, Executive Director and a founder of FIC, will provide leadership for the center in the interim.

Client News

Client’s New Facility Brings Growth and Opportunity to South Jersey
The Rutgers Food Innovation Center client Dr. Schär will soon be graduating and moving into a new 50,000 sq. ft. $15 million-dollar facility to be constructed in southern New Jersey. Dr. Schär, Europe’s leading producer of gluten-free products, has been working with the FIC since May 2009. FIC assistance to Schär included equipment assessment and installation, ingredient sourcing and raw material specifications, prototype development and consumer research, quality assurance and food safety design, employee hiring and training, and product and process commercialization. The new facility will be
the first that Dr. Schär is opening in the United States and will be constructed such that it can be expanded to 80,000 sq. ft., based on projected company growth. The project manager, architect and general contractor for the new facility are all based in New Jersey. The $15 million facility will bring a significant economic boost to southern New Jersey and is expected to create at least 50 new jobs. The new Schär facility is projected to open in 2012; Schär representatives have said that they will continue to utilize the resources of the Food Innovation Center as they add additional gluten-free products to their impressive portfolio of more than 30 unique gluten-free products.

http://www.nbia.org/njbin/oct10/schar.php

Newsmakers

FIC Client on MSNBC
Rutgers Food Innovation Center client Twin Hens were recently featured on the MSNBC program *Today* during a segment entitled ‘Holiday Gift Guide.’ Linda Twining and Kathy Herring of Twin Hens were the first clients to produce commercial products in the FIC facility. The Princeton based company’s artisan chicken, vegetable and gluten free beef pot-pies are available in hundreds of stores across the country. Twin Hens pies are made of quality ingredients like Free Range Chicken, Natural Beef, Organic Vegetables, and High Grade Butter; they contain no preservatives and have been featured in numerous local and national publications from *Newsweek* to *The New York Times*.

http://today.msnbc.msn.com/id/33491735/vp/40656499#40656499

Mary Anna’s Sweet Tea
New Jersey entrepreneur and former client of the Rutgers Food Innovation Center, Mary Ann Rollano and her product, Mary Anna’s Sweet Tea, were featured in a recent article about food entrepreneurs published in *New Jersey Monthly*. In the article Rollano cites the Center’s Food Entrepreneurs’ Business Basics course as the catalyst for her success, claiming that the course helped set her on the path to success.

http://njmonthly.com/articles/restaurants/shelf-life.html

For more information on the Food Business Basics course and how to take it online at your own convenience, or to browse other educational courses offered by the Food Innovation Center, see: http://foodinnovation.rutgers.edu/etss/fit.html

Graduates

Steve’s Original Graduates, Moves Ahead onto Co-packer
Rutgers Food Innovation Center client and Steve’s Original founder Steve Liberati recently graduated from the Center and moved the production of his Paleo-kits to the facilities of an Ohio based co-packer. Liberati worked with the Food Innovation Center to develop and fine-tune his unique product; a blend of jerky, raw macadamias, almonds, pecans and dried fruits that mimics the diet of our hunter-gatherer ancestors. Called Paleo-Kits, the product was originally formulated as a healthy school lunch alternative for the members of Liberati’s fitness-oriented afterschool charity, Steve’s Club. When Liberati first came to the center last summer he and the members of Steve’s Club were
struggling to fill orders. With the support, expertise and production facilities of the FIC, Liberati was able to transform his product and take his business to another level.

http://www.stevesoriginal.com/

**Ice Pop Makers Work With Center to Perfect Recipe and Flavor**
Gourmet Ice Popsicle maker and Rutgers Food Innovation Center client Brewla Bars recently graduated from the center. Rebecca started working with the center’s staff last summer to develop her recipe and craft the unique taste and texture of her delicious product. Brewla Bars flavors include; Salted Vanilla Black Tea, Cherry Pomegranate Red Tea, Raspberry Green Tea and Peach Ginger White Tea. Sister-Brother team Rebecca and Daniel recently invested in a rental kitchen and have moved their production to a closer location in New York City.

http://www.brewlabars.com

**Upcoming Seminars, Events and Tours**

**New Online Event Calendar**
The Food Innovation Center is now providing an industry event calendar on our website. This new website feature, powered by Business Calendar Network, will provide viewers with details on upcoming food and small business related seminars, events and workshops all over the region. The service is free to use. Check out the Center’s homepage to find out what business development resources are being offered in your area: [http://www.foodinnovation.rutgers.edu/](http://www.foodinnovation.rutgers.edu/)

**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/](http://www.foodinnovation.rutgers.edu/)


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