

NEWS RELEASE

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FOR IMMEDIATE RELEASE

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RUTGERS NJAES FOOD INNOVATION CENTER AND FOOD ASSOCIATION PRESENT SEMINARS AND SPEAKERS AT INDUSTRY CONFERENCE

April 2008 Conference expected to attract 4,000 food industry professionals

New Brunswick, N.J.— The Rutgers NJAES Food Innovation Center and Eastern Perishable Products Association (EPPA) have formed a partnership to present seminars and presentations at the association's 2008 EPPA Show 'N Sell Marketplace, Seminar and Exhibition. The Rutgers Food Innovation Center identifying and recruiting top industry speakers for the event. The event will be held on April 9, 2008 at the New Jersey Convention and Exposition Center (Raritan Center) in Edison, N.J.

Jim Prevor, a leading voice for the international prepared food industry, will be the keynote speaker at the conference. Prevor is publisher and editor-in-chief of *Deli Business* and *Produce Business* magazines. He also publishes and edits the *Perishable Pundit*, a web-based publication that provides daily intelligence to food industry marketers. He directs many consumer and trade research projects including a large effort to analyze the dynamics of Wal-Mart's produce pricing on a market-by-market basis and a cross-cultural analysis of consumer attitudes toward sustainability and corporate responsibility initiatives. He maintains that "perishables are, and for the foreseeable future will be, the crucial arena for differentiating competition in the food industry."

The Eastern Perishable Products Association is a not-for-profit trade association that has been serving its constituency for over thirty-five years. They represent the \$82 billion food industry segment of New Jersey, as well as the food industry of the entire New England and Mid-Atlantic region. The EPPA serves the perishable foods industry in the greater New Jersey market place by providing training opportunities, networking events and a trade exhibition. The EPPA consists of over 160 member companies, many having major operations located in New Jersey or that are looking to expand their presence in New Jersey. Their annual EPPA Show & Sell: Marketplace, Seminar and Exhibition is expected to attract about 4,000 senior and mid-level food industry management executives. For more information, and to download a brochure for the event, please see the EPPA's website at <http://www.eppainc.org/>

The Food Innovation Center is an economic development program and business incubator of the Rutgers New Jersey Agricultural Experiment Station (NAJES). The center offers business and technical expertise to farmers, agricultural cooperatives, food business entrepreneurs, small and mid-sized established food companies and retail and foodservice operations that promote locally sourced food products. It also provides entrepreneurs with the expertise, networks and tools they need to make their ventures successful, and is currently constructing a 23,000 sq. ft. food business incubator facility in Bridgeton, N.J., that will open during the summer of 2008. More information about the Food Innovation Center can be found at <http://foodinnovation.rutgers.edu>. Further information about the services and programs of the NJAES can be found at <http://njaes.rutgers.edu/>