Welcome to the January issue of the Rutgers Food Innovation Center’s e-nnovator News. e-nnovator News is a quarterly 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 in the News

FIC Receives Economic Development Achievement Award from PlanSmart NJ!
The Rutgers Food Innovation Center was selected as the recipient of the 2009 Economic Development Achievement Award by PlanSmart NJ. The award ceremony was held during PSNJ's Annual Dinner on October 29, 2009 at the Hyatt Regency in New Brunswick. The Economic Development Achievement Award is “designed to honor those that have demonstrated outstanding leadership in promoting economic development in a way that is respectful of the principles of smart growth – improving the regional economic base, whether for an urban, suburban or rural area; connecting jobs to housing and transportation; promoting growth in areas where infrastructure is planned or already exists; and promotes opportunities for all New Jersey residents.” PlanSmart NJ is a statewide civic action group committed to improving the quality of community life through the advancement of sound land use-planning and regional cooperation.

For photos from the ceremony, please see: http://foodinnovation.rutgers.edu/plansmartawards.html
Read more about this award at: http://www.pressofatlanticcity.com/business/article_c156e598-61e9-5bb9-b923-cd5fd276c83b.html

FIC Director to become President of NJ Food Processors Association
Lou Cooperhouse, Director of the Rutgers FIC, will be named President of the NJ Food Processors Association during their annual meeting on January 21, 2010. 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 industry. More information about the NJFPA can be found on their website at http://www.njfoodprocessors.org/

Food Innovation Center Featured on Rutgers TV
Lou Cooperhouse, Director of the Rutgers FIC, was featured on Rutgers TV, describing the many benefits that the Center provides, in addition to internships and other opportunities that exist for students at Rutgers University. This segment can be viewed at http://www.youtube.com/watch?v=Xp2nfi6XBsg
FIC Clients in the News

City of Vineland, a FIC client, featured in Philadelphia Inquirer
The Rutgers Food Innovation Center has been providing support to the City of Vineland, NJ for over one year, and has assisted the City with the development of a business and financial plan, site selection, and market research for a year-round public market. The City’s plans were featured in a story in the Philadelphia Inquirer, which appeared on Sunday, January 10, 2010. As reported in the story, the 38,000-square-foot store will become the foundation for a $59 million city makeover, and the catalyst for revitalizing its downtown. The year-round public market will sell local produce, meat, seafood, specialty items, and prepared food. Read the story at http://www.philly.com/philly/news/local/81082477.html

FIC and client, Circle M Farms, Featured In NJDA Press Release and on NBC 40
Food Innovation Center client, Santo John Maccherone of Circle M Farms in Salem County, spoke at a press event about how the Food Innovation Center was critical to helping him develop and launch his peach cider. Said Maccherone: “I had the idea and the passion for the idea…If it were not for them (the Food Innovation Center), it never would have happened”. Read more at: http://www.state.nj.us/agriculture/news/press/2009/approved/press091015.html NBC 40 also covered the event. View their story at: http://www.nbc40.net/pages/videoplayer/video.php?vid=10894

Blackwell’s Organic Featured in Women Entrepreneur Article
Food Innovation Center client Marcia Blackwell of Blackwell’s Organic Gelato & Sorbetto was recently featured as one of three standout women entrepreneurs in the organic food industry. She credits the Food Innovation Center for helping her get her products on the market and encourages other food entrepreneurs to seek similar advice. To view the full article, see: http://www.womenentrepreneur.com/2009/12/women-drive-organic-food-innovation.html

NJ Food Processors Association Update
The Rutgers Food Innovation Center has been supporting the New Jersey Food Processors Association (NJFPA) for the past year, and Center Director Lou Cooperhouse has recently led efforts to create a new logo and website for the association, which can be viewed at http://www.njfoodprocessors.org/

NJFPA Annual Conference to be held January 21, 2010
The annual NJFPA Conference will be held on January 21, 2010 at the Buena Vista Country Club, located on Route 40 in Buena, NJ. This year's conference theme is "State and Federal Partners to Strengthen New Jersey's Food Industry", and the agenda is jam-packed with information on food safety and other critical issues to our industry. The keynote speaker will be Mr. Douglas Fisher, Secretary of the New Jersey Department of Agriculture, whose presentation will be entitled "Processing New Jersey's Farm Gate: The Secretary's View." Other speakers include Richard Ritota, program manager of the Food and Drug Safety Program at the New Jersey Department of Health and Senior Services, who will speak about food safety issues and priorities; and Vijay Juneja, Ph.D., lead scientist, predictive microbiology at the USDA Agricultural Research Service, who will talk about emerging technologies for controlling food-
borne pathogens. Luncheon speakers Brian Schilling, associate director of the Rutgers Food Policy Institute, and David Brogan, vice president of environmental policy at the New Jersey Business & Industry Association will give updates from their respective organizations. To register for the conference, please see http://www.njfoodprocessors.org/

Incubator Facility Welcomes International Visitors

**FIC Welcomes Visitors from Nigeria, Ghana and Kenya**
On November 17, 2009 the Food Innovation Center welcomed international visitors participating in the USDA’s Norman E. Borlaug Fellowship for Women in Science. Four women from Nigeria, Ghana and Kenya toured the facility to learn how our food incubator serves to help those looking to launch their own business. The Norman E. Borlaug Fellowship for Women is a USDA program intended for female citizens of Ghana, Kenya, Malawi, Mali, Mozambique, Nigeria, Niger, Uganda and Zambia. The Program offers training and collaborative research opportunities in international agricultural science, leadership and policy. Training venues usually include U.S. universities, government agencies, and international agricultural research centers. A photo from this tour can be seen here: http://foodinnovation.rutgers.edu/NEB%20Fellowship.jpg

**FIC and NJ EDA Welcomes Visitors from Singapore**
On November 18, 2009 the Food Innovation Center and the NJ Economic Development Authority welcomed visitors from Singapore. Participants from SPRING Singapore and their Food Innovation & Resource Centre met with Rutgers Food Innovation Center Director and Staff along with Camille Sailer, Director of International Trade for the NJEDA, too discuss capabilities and best practices as they relate to a food business incubator. For photos of the tour, please see: http://foodinnovation.rutgers.edu/SPRING%20Singapore1.jpg
http://foodinnovation.rutgers.edu/SPRING%20Singapore2.jpg

**FIC and NJ EDA Welcomes Visitors from China**
On October 9, 2009 the Food Innovation Center and the NJ Economic Development Authority welcomed visitors from COFCO, a leading agribusiness company in China, and one of the largest agribusiness companies in the world. COFCO is a leading grain, oils and foodstuffs import and export group in China and one of its largest food manufacturers, and the company was exploring opportunities for manufacturing or partnering in New Jersey.

Food for Thought!

**Food Trends in 2010**
The beginning of a new year always comes with predictions for the next big food product trends. Some things we can expect to see gaining in popularity this year are shorter ingredient lists, more private label foods and an emphasis on country or origin labeling. To read more about what to expect for the food industry in 2010, see the articles below.
http://www.fncimag.com/imag/Food/Supermarket++Trends+You%27ll+See+in+2010
http://www.supermarketguru.com/index.cfm/go/sg.viewArticle/articleId/937
http://www.supermarketguru.com/index.cfm/go/sg.viewArticle/articleId/928
Upcoming Seminars, Events and Tours


February 3, 2010 – Tour of the Food Innovation Center, Bridgeton, NJ. 1:30pm To register, see: http://www.foodinnovation.rutgers.edu/fictour.html

March 3, 2010 – Tour of the Food Innovation Center, Bridgeton, NJ. 1:30pm To register, see: http://www.foodinnovation.rutgers.edu/fictour.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=aCOZSIWQTiymLqgsBnlHqQ_3d_3d

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