

Rutgers Food Innovation Center

e-innovator News

January 2008

Welcome to the January issue of the Rutgers Food Innovation Center's e-innovator News! e-innovator 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.

Food Innovation Center News

The Food Innovation Center Announces Forums on Community Farmers Markets

The Food Innovation Center has been leading a comprehensive study to better understand New Jersey's farmer's markets, identify best practices, and benchmark measures of success. It is anticipated that this research will result in improved profitability for farmer participants in New Jersey farmer's markets, and create new opportunities and destinations for the state's rural and urban municipalities. An extensive survey has been conducted and focus groups and interviews have been held.

A series of three forums will be provided on April 1, 2 and 3 to highlight the findings of the Center's research efforts. These will be free, and will be held on:

- April 1 - from 9:30 to 1:00 PM at Holly House in Rutgers Community Gardens, Log Cabin and Ryder Roads, New Brunswick, 08901
- April 2 - from 2:30 to 6:00 PM in the Freeholder's Meeting Room on the first floor of the Passaic County Administration Building Annex, 317 Pennsylvania Avenue, Paterson, NJ 07503
- April 3 - from 9:30 to 1:00 PM at the Food Innovation Center, 87 East Commerce Street, Bridgeton, NJ 08302

For more information on these forums, and to register to attend these free seminars, please see <http://www.foodinnovation.rutgers.edu/FarmersMarketRegistration.pdf>

The Food Innovation Center Partners with EPPA for Conference

The Rutgers Food Innovation Center has partnered with the Eastern Perishable Products Association (EPPA) for the 2008 EPPA Show 'N Sell exhibition. The exhibition will be held on April 9, 2008 at the New Jersey Convention and Exposition Center (Raritan Center) in Edison, NJ, and will feature a marketplace, exhibition and an outstanding panel of industry experts that will speak at this event. Prior EPPA annual conventions have been attended by as many as 4,000 food industry executives and managers. The Food Innovation Center is 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, NJ. 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. For more information, please see:

<http://www.foodinnovation.rutgers.edu/EPPA%20conference.pdf>

http://www.eppainc.org/images/Show_N_Sell_Brochure_2008.pdf

Incubator Construction Update

Construction on our 23,000 sq. ft food business incubator facility is progressing rapidly. The exterior metal frame structure has gone up, the underground piping work has concluded, the concrete floor has been poured, and the internal infrastructure is now being installed. For updated photos of the progress, see:

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

For more information about our incubator's capabilities, see:

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

Top Food Trends for 2008

With 2007 behind us, now is the time for industry publications to begin their forecasting of what next, big trends will take hold of the market in 2008. Some of the more prevalent ones include: a continued push for locally produced foods, functional foods, and more intense flavors aimed at aging palates. All natural foods, pre-portioned meals and gourmet salts are also predicted to gain in popularity, while bottled water is expected to suffer as consumers search for more environmentally friendly ways to stay hydrated.

Lou Cooperhouse recently presented a summary of Farm Enterprise Trends at the New Jersey Vegetable Growers Association, and identified a number of product attributes that we will be seeing more of in the years ahead. These include products that are:

Convenient, Premium Quality/Specialty, Adventurous and Bold, Ethnic, Authentic/Natural/Artisanal, Portion Controlled, Healthful/Nutritious/Filling, Functional Foods that Lower Health Risk, Functional Foods that Enhance Lifestyle, Safe, Varietal, Local/Seasonal/Natural, Green/Sustainable/Organic/ Eco-Friendly, and that apply Differentiating Technologies. This PowerPoint presentation can be downloaded at

<http://www.foodinnovation.rutgers.edu/2008VGALouCooperhouse.pdf>

Upcoming Events

Upcoming FIC Presentations at Regional & National Conferences

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

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, "Positioning Your Market – Fresh Ideas for Farmers Market Vendors", Diane Holtaway and Carol Coren presenters.

<http://www.madmc.com/>

February 26, 2008 – North Jersey Commercial Vegetable Growers Meeting, “Studying Best Practices for Community Farmers Markets in New Jersey – Initial Findings & Feedback.” – Diane Holtaway presenter.

March 18, 2008- Food Safety and Security Summit, "Processing and Packaging Strategies for Optimal Food Quality and Safety" - Lou Cooperhouse presenter,

<http://www.foodinnovation.rutgers.edu/2008FoodSafetySummit.pdf>

<http://www.foodsafetysummit.com/fssevent.php>

April 14, 2008 - Prepared Foods’ R&D Applications Seminar East, “Value-Added Prepared Foods: Growth Opportunities, Food Safety and Quality Challenges, and Technology Innovations and Solutions” – Lou Cooperhouse presenter.

<http://bnpevents.com/PF/RD-East/>

May 4-7, 2008 - NBIA’s 22nd International Conference on Business Incubation, “Best Practices in Business Incubation for the Agriculture and Food Industries” – Lou Cooperhouse presenter.

http://nbia.org/nbia_events/conf2008/index.php

Staff Awards and Accomplishments

Lou Cooperhouse Appointed to New Jersey Food Processor’s Association Board of Directors

At the annual meeting of the New Jersey Food Processors Association (NJFPA), held on January 23, 2008, Lou Cooperhouse was elected as one of three incoming Directors. The New Jersey Food Processors Association traces its roots to 1904, and was chartered in 1934 to further the needs of its member companies, which represent all facets of the NJ food processing industry, including meat and poultry, seafood, dairy products, specialty foods, fruits and vegetables, and cereals and grain products. The incoming President of the NJFPA will be Sam Pipitone of F&S Produce, and the immediate Past President is Sam Ragusa of Violet Packing.

Lou Cooperhouse Presenter at Two State Conferences

On January 17, 2008, Lou Cooperhouse spoke at the annual New Jersey Vegetable Growers Association conference on the topic of "Farm Enterprise Trends". This presentation on food trends can be downloaded at:

<http://www.foodinnovation.rutgers.edu/2008VGALouCooperhouse.pdf>.

On January 23, 2008, Lou Cooperhouse spoke at the New Jersey Food Processors Association's annual conference on the topic of “Rutgers Food Innovation Center - Resources and Solutions for Growing Your Business.”

Tom Orton Presenter at the Northeast Region American Society for Horticultural Science Meeting

Tom Orton gave three presentations at the Northeast Region American Society for Horticultural Science's Meeting in New Brunswick on January 3, 2008. These presentations included: "Headspace gas composition following variable storage of asparagus spears and pre-cut vegetables in sealed microperforated film package designs", "Evaluation of the Mother Stalk Method of Asparagus Culture in New Jersey" (presented with Stephen Garrison and Sara Garrison), and "Titratable Acidity During Fruit Ripening in the Hybrid Tomato Variety 'Ramapo' and Corresponding Inbred Parents" (presented with Daniel Ward).

Brief Feedback Survey

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

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