

# Rutgers Food Innovation Center

## *e-innovator News*

March 2008

*Welcome to the March 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**

#### **Community Farmers Markets Forums –April 1, 2 and 3**

The Food Innovation Center has been leading a comprehensive study to better understand New Jersey's farmer's markets, identify economic costs and benefits, assess 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. A series of three forums will be provided on April 1, 2 and 3 to highlight the findings of the Center's research efforts, and also include an update from the NJDA, and new health regulations from the NJDHSS. These forums will be free, and will be held on:

- April 1 - from 1:30 p.m. to 5:00 p.m. at the Rutgers EcoComplex, 1200 Florence-Columbus Road, Bordentown, NJ 08505 **(Please note that the place and time for the April 1<sup>st</sup> forum has been changed.)**
- April 2 – from 2:30 p.m. to 6:00 p.m. in the Freeholder's Meeting Room on the first floor of the Passaic County Administration Building Annex, 317 Pennsylvania Avenue, Patterson, NJ 07503
- April 3 – from 9:30 a.m. to 1:00 p.m. at the Food Innovation Center, 87 East Commerce Street, Bridgeton, NJ 08302

Please plan to attend these events, and please spread the word to anyone who may find these sessions of interest! For more information on these forums, please see our press release and registration information at:

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

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

#### **Food Innovation Center Featured in Edible Jersey Magazine**

The Rutgers Food Innovation Center was featured in the Spring 2008 edition of Edible Jersey Magazine, a quarterly publication focusing on local foods in the Garden State. This three-page article talks about the expanded possibilities that our new food business

incubator will bring to the New Jersey food industry, and features three of our clients as well. To read the article, please see:

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

### **Incubator Construction Update**

Continual progress is being made on construction of our new 23,000 square foot business incubator facility, and construction should be completed in just about 3 months! The Food Innovation Center staff was recently joined by John Barry III, Director of the Department of Development and Planning for the City of Bridgeton for a tour of the new incubator. For photos from the tour, please see:

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

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

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

## **Upcoming Events**

### **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. Jim Prevor, a leading voice for the international prepared food industry, will be a 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. Lou Cooperhouse, Director of the Rutgers Food Innovation Center, will also be a keynote speaker and will present "Food Trends 2008: Ten Industry Trends that Will Impact Your Business". For more information, please see:

[http://www.eppainc.org/images/Show\\_N\\_Sell\\_Brochure\\_2008.pdf](http://www.eppainc.org/images/Show_N_Sell_Brochure_2008.pdf)

### **Food Innovation Center to Host International Conference on Business Incubators**

The Rutgers Food Innovation Center will host a major international conference and networking forum on best practices in food business incubation from October 4-8, 2008 in Cherry Hill, New Jersey. Food Business Incubation Network 2008, or FoodBIN 2008, will attract a multitude of domestic and international government and university organizations, as well as community non-profits to New Jersey. Attendees will also be able to benefit from the 2008 national conference of the Community Food Security Coalition, which will be held concurrently. For more information on this upcoming conference, please see: <http://www.foodinnovation.rutgers.edu/2008FoodBINPR.pdf>

### **Upcoming FIC Presentations at Regional & National Conferences**

The Rutgers Food Innovation Center team will be presenting at several conference events over the coming months. These include the following:

April 9, 2008 – Eastern Perishable Products Association’s 2008 Show ‘N Sell exhibition, “Food Trends 2008: Ten Industry Trends that Will Impact Your Business” - Lou Cooperhouse presenter. <http://www.eppainc.org/showsell/seminars.html>

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/sessions.php](http://nbia.org/nbia_events/conf2008/sessions.php)

May 15, 2008 – Refrigerated Foods Association Webinar, “Hurdle Technologies for Food Safety and Quality”, Lou Cooperhouse presenter.

<http://refrigeratedfoods.org/>

August 11-13, 2008 - CSP Fare 08: Food Service at Retail Expo 2008, “Innovations in Perishable Food and Packaging Technology” – Lou Cooperhouse presenter, and member of Foodservice at Retail Advisory Council.

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

### **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](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/>