

Rutgers Food Innovation Center

e-nnovator News

December 2007

*To our Friends, Colleagues and Partners: All of us at the Rutgers Food Innovation Center wish you peace and happiness this Holiday Season and throughout the New Year. Please enjoy the December issue of the **e-nnovator News**, and we'll see you again in 2008!*

Food Innovation Center News

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 and the concrete floor has been poured. It's really starting to look like the building we've been looking forward to for so long! For updated photos of the progress, see: <http://www.foodinnovation.rutgers.edu/incubatorupdateDEC.html>

For more information about our incubator's capabilities, see: <http://www.foodinnovation.rutgers.edu/plans.html>

International Program Debut

The Food Innovation Center is piloting a program to service food and beverage exporters, importers, packers, processors and producers. This program will enable product design, development, analysis, commercialization and ongoing manufacturing of products for sale to United States retail and foodservice markets and internationally. New Jersey businesses seeking to export, enter the market, expand distribution, or license production will be provided with assistance and guidance in areas of developing and implementing a marketing strategy, adapting products and packaging to local market and product design, development and manufacturing. More information will be released in a future edition of the e-nnovator News.

Upcoming Events

Series of Farmer's Markets Seminars to be Announced in early January

During 2007, the Food Innovation Center was awarded funding by the NJ Department of Agriculture, via a USDA RBEG grant, to fund research resulting in the improvement of community farmers markets in the state. The Food Innovation Center is in the process of

conducting a comprehensive state-wide survey of New Jersey farmers participating in community farmers markets, as well as managers/operators of farmers markets throughout the state. This project will provide growers and communities with best practices and the economic costs and benefits of participating in community farmers markets. A series of seminars will be held throughout the state, which will describe the results of this research, and the dates for these seminars will be announced in our January e-nnovator!

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:

January 17, 2008 - Vegetable Growers Association, "New Enterprises: What are the Possibilities? - Farm Enterprise Trends" - Lou Cooperhouse presenter.

<http://www.njveggies.org/convention.htm>

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 - Best Practices Study Results of Rutgers Food Innovation Center", Diane Holtaway and Carol Coren presenters.

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

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

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/>