ANNOUNCING THE “N.J. PAVILION” AT THE SUMMER FANCY FOOD SHOW!
AND A SEMINAR ON THE SPECIALTY FOOD TRADE FOR N.J. ENTREPRENEURS!

We are pleased to inform you that the Rutgers Food Innovation Center, the New Jersey Department of Agriculture and the New Jersey Commerce, Economic Growth & Tourism Commission, are co-sponsoring the first annual New Jersey Specialty Food Pavilion at the 52nd Summer Fancy Food Show at the Jacob K. Javits Center in New York City on July 9-11, 2006. Through a series of promotional events and supporting activities, the N.J. Pavilion will attract significant commercial, trade, industry and media attention for N.J. exhibitors.

More than 240 New Jersey companies are members of the National Association for the Specialty Food Trade (NASFT) and 100 of them exhibited at the New York Fancy Food Show in 2005. NASFT membership is a requirement for exhibitors. To learn more about NASFT, see the NASFT website at http://www.specialtyfood.com/do/Home. To reserve your space at the N.J. Pavilion at the Summer Fancy Food Show, please call Logan Brown at the New Jersey Department of Agriculture at (609) 292-8856. The cost charged by NASFT for each booth is $3100. If you have already registered for booth space, it may be possible to relocate to the N.J. Pavilion.

To find out more about the Fancy Food Show and the specialty food trade you are invited to a special seminar on March 14, 2006, which we will hold at the Rutgers EcoComplex. Topics include specialty foods, trade segments, pricing, extending credit, trade promotions, and how to market effectively at trade shows. To register to attend the Specialty Food Trade Seminar, please call the Food Innovation Center at (856) 459-1125 or visit our website http://foodinnovation.rutgers.edu/Events.html to download a registration form. Seating is limited. Register early. Registration is free.

Please see the enclosed page for detailed information about the Specialty Food Trade Industry Education Seminar and the New Jersey Pavilion at the 52nd Summer Fancy Food Show.

Together we are providing a broad array of advice, assistance and support to small and medium sized food and agricultural companies that wish to start or expand their specialty food trade businesses in the State of New Jersey.

We look forward to seeing you at the Fancy Food Show, and our upcoming educational seminar!

Sincerely,

Lou Cooperhouse, Director
New Jersey Pavilion
52nd Summer Fancy Food Show

When: July 9-11, 2006
Where: Jacob K. Javits Center in New York City
Cost: $3,100

To Reserve your space in the New Jersey Pavilion at the Fancy Food Show:

Contact Logan Brown at:

New Jersey Department of Agriculture
P.O. Box 330
Trenton, NJ 08625
TEL: 609 292-8856
FAX: 609 341-3212
logan.brown@ag.state.nj.us

For more information about the show including exhibitor and attendee information please visit the Specialty Food website at: www.specialtyfood.com

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