

Rutgers Food Innovation Center

e-nnovator News

July 2009

- Over 1000 food businesses and entrepreneurs assisted to date •
- Awarded *Incubator of the Year* by the National Business Incubation Association in 2007 •

Welcome to the July 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.

FIC and its Clients Receive National and Regional Publicity!

FIC featured in national story on business incubation, in *Christian Science Monitor*

The FIC was the featured incubator, and its client Chef Hymie Grande was the featured client, in a national story on business incubation that was published July 2, 2009 by the Christian Science Monitor. This story, titled "Rebuilding the Economy: A better way to Create Jobs" contained quotes from a number of national and global leaders in business incubation, including Dinah Adkins, President and CEO of the National Business Incubation Association. The article referenced a 2008 study by the US EDA, which found that, per dollar invested, incubators created more jobs than any other economic-development efforts – more than industrial parks and 10 times more than highway and other transportation projects. The link to the story can be found at <http://features.csmonitor.com/economyrebuild/2009/07/02/a-better-way-to-create-jobs/>

FIC and its Client "Twin Hens" featured in front page article of *Philadelphia Inquirer*

FIC and its clients, Linda Twining and Kathy Herring of Twin Hens, were featured in a front page article of the *Philadelphia Inquirer* on April 13, 2009, in a story titled "A Rutgers 'incubator' for small businesses". Twin Hens, which produces upscale pot pie products, was the first client to produce commercial products in the new FIC incubator facility. The Twin Hens founders were also interviewed in this *Philadelphia Inquirer* story, about their experience with the Center. Said Herring: "It's like a dream come true to be able to walk into this kind of a facility and be able to have such a hands-on approach to what we are trying to accomplish" The complete article can be viewed at: http://www.philly.com/inquirer/front_page/42889822.html
More information about Twin Hens can be seen on their website at <http://www.twinhens.com/>

FIC and its Client "Chef Hymie Grande" featured in the *Vineland Daily Journal*

FIC and its client, Jamie Faitelson of Chef Hymie Grande, were featured in the *Vineland Daily Journal* on June 10, 2009, in a story titled: "Secret's in the Sauce: Barbecue sauce that avoids processed sugar bottled at the Rutgers Food Innovation Center in Bridgeton". There are three varieties of high fructose corn syrup-free sauces, which have been produced now at the FIC facility. The complete article can be viewed at

<http://www.thedailyjournal.com/article/20090610/LIFESTYLE/906100335>

More information about Chef Hymie Grande's products can be seen on their website at <http://chefhymiegrande.com/>

FIC and its client “Shellfish Bastard Crab Cake Sauce”, featured in the Gloucester County Times

FIC and its client Jeremy Smith, creator of Shellfish Bastard Crab Cake sauce, were featured in the Gloucester County Times on June 19, 2009, in an article titled: “Clayton chef has recipe for SUCCE\$\$”. This crab cake sauce will soon be bottled at Food Innovation Center’s facility. Jeremy’s business plan won Rowan University’s 2008 Business Plan Competition, securing him \$5,000 in start up money to launch his new business. The complete article can be viewed at http://blog.nj.com/southjerseylife/2009/06/recipe_for_ucce.html

FIC to Receive Economic Development Achievement Award!

FIC to Receive Economic Development Achievement Award from PlanSmart NJ!

The Rutgers Food Innovation Center has been selected as the recipient of this year's Economic Development Achievement Award by PlanSmart NJ. The award will be presented at 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.

If any recipients of this e-nnovator newsletter would like to attend this event, become a sponsor and/or advertise in the Dinner program, please let Dianne Carbonetta know at carbonetta@njaes.rutgers.edu, and we will inform the PlanSmart NJ organization. For more information on PSNJ, please review their website at <http://www.plansmartnj.org/>

First Classes Graduate in Experiential Learning & Training!

FIC “Graduates” first class of Student Interns

The FIC has provided its first class of student interns from Bridgeton and Woodstown High Schools with a unique hands-on learning experience in its state-of-the-art food business incubation facility. The student internship program provides a select group of qualified students with an exciting opportunity to gain practical experience in areas as diverse as business plan development, market research, economic analysis, food science, food quality and safety assurance, package engineering and industrial and process engineering. For its first class, the FIC took on five Junior and Senior year interns from Woodstown High School, Bridgeton High School and the Cumberland County Technical Education Center to participate in a shadowing program that enabled them to observe and participate in a variety of different projects customized to their career interests. The Food Innovation Center plans to continue this program next September and is also currently working to develop a similar program to provide internship opportunities to college students. To view a press release on this internship program, please see: <http://www.nj.com/bridgeton/index.ssf?/base/news-5/124590301034160.xml&coll=10>
<http://news.rutgers.edu/medrel/news-releases/2009/06/rutgers-food-innovat-20090624>

FIC “Graduates” first class in its new Hands-On Food Safety Training Program

The Rutgers Food Innovation Center has just graduated its first class of ten students, from its new curriculum in “Hands-On Food Safety Training”. The FIC incubator facility provides a unique setting for both classroom and hands-on applied education for its students – which consist of unemployed community residents and existing workers at local food processing companies. The series consists of six, full-day classes over a period of two weeks, and is essential for anyone working in the food processing industry. Each day is dedicated to one topic, which include: Good Manufacturing Practices, Microbiology & Sanitation, Allergen Control & Cross-Contamination, Bioterrorism & Food Security, Application of HACCP, and Documentation, Paperwork & Audits. An individual can register for any one class for the low price of \$225 a day, or register for the series of six classes for \$1,100, and, due to funding from the Cumberland County One-Stop, these courses may be offered at no cost to qualifying, unemployed individuals. Sessions will be available again in July, August, and September. Space is limited and available on a first-come, first-served basis. For more information about these classes, see:

<http://www.foodinnovation.rutgers.edu/Hot%20Classes.pdf>

Food Innovation Center Now Offering Online Courses!

Thanks to funding that originated in-part from the USDA Distance Learning and Telemedicine program, FIC is now offering three series of online courses: Food Business Basics, Growing Your Business, and Farmers Market Best Practices. “Food Business Basics” is a series of three courses developed for a small or start-up food business, which focus on Market Planning, Manufacturing and Business & Finance. The “Growing Your Business” series was developed as a follow-up to Food Business Basics. These five, pre-recorded seminars focus on the topics of Trends in the Marketplace, Competitors and Competition, Distributors and Distribution, Product Development Process, and Business and Business Plans. Our third set of courses, “Farmers Market Best Practices” is largely based on a study the Food Innovation Center conducted over the past year, thanks to funding from USDA Rural Development and the NJ Department of Agriculture. There are two courses available; one geared to Market Managers and Sponsors and the second designed for Farmers and Vendors. All of our courses can be found on the Center’s website and are available for a cost of \$25 - \$79, depending on the course you choose. To view more information on these online courses, please see:

http://foodinnovationcenter.rutgers.edu/educational_resources/

North Burlington High School Visit

The North Burlington High School’s Family, Career and Community Leaders of America group visited the Food Innovation Center on April 20th. The students received an introductory food safety course and took part in a hands-on program where they were able to grab up and enter the food production facility to prepare (and later eat!) their very own food product – chocolate chip cookies. Peggy Apice, a Family, Career and Community Leaders of America advisor and chaperone for the visit, was thrilled with the program, saying “[The Food Innovation Center] did an excellent job planning an interesting, educational and fun visit for us.” Photos from the visit can be found on our website: <http://foodinnovation.rutgers.edu/nbhs.html>

New Publication to be Released on Farm Markets!

FIC to Release Farm Market Report later this month!

In 2008-2009, the Food Innovation Center completed an in-depth study on farmers’ markets entitled *New Opportunities for New Jersey Farmers Markets*, thanks to funding that originated in

part from a USDA Rural Business Enterprise Grant, and a partnership with the New Jersey Department of Agriculture. The Food Innovation Center staff interviewed market vendors, consumers and managers throughout the state to gather proven strategies and techniques for a successful farmer's market. The information gleaned during this study was shared in a series of three workshops held throughout the state and contributed to the development of the Center's online courses in Farmers Market Best Practices, which can be found at http://foodinnovationcenter.rutgers.edu/educational_resources/market/index.html. This new report will be downloadable for free on the Center's website later in July.

NJ Food Processors Association Update!

FIC's Strategic Partnership with New Jersey Food Processors Association

The Food Innovation Center has formed a strategic partnership with the New Jersey Food Processors Association (NJFPA), to strengthen and grow the organization, provide new services for its membership, and widen its reach within New Jersey. The Center has been assisting with recruiting and registering new members for the association and has released the NJFPA's first e-newsletter! To view the *NJFPA News*, please see their website:

<http://www.njfoodprocessors.org/NJFPAe-newsletter0509.pdf>

The NJFPA (whose website can be found at <http://www.njfoodprocessors.org/>) is led by President Sam Pipitone, of F & S Produce Co., and members of the board include Steve Kiszely, Sr. of Delaware Valley Packaging Group, Brett Buatti of Campbell Soup Co., Sam Ragusa of Violet Packing, Peter Pappas of Clement Pappas & Co., Carmine Catalana, Sr. of Cumberland Dairy, Pearl Giordano of Limpert Bros., Cliff Johnson of Surfside Products, and Lou Cooperhouse of the Rutgers Food Innovation Center. A listing of the board can be found at <http://www.njfoodprocessors.org/officers.html>.

Information on the many benefits of membership in the NJFPA can be found at <http://www.njfoodprocessors.org/membership.html>

Incubator Facility Updates and Visitors

Center Tour Dates Posted for July, August & September

Due to tremendous interest in the capability of the Food Innovation Center's new business incubator facility, regularly scheduled tours and open houses have been organized. These will take place once a month, beginning at 1:30 pm on selected dates. Tour dates for July through September are now available on our website. All are welcome for these tour events, but advance registration is required for attendance. To register for your tour of the Food Innovation Center's new business incubator, please fill out the form found here:

<http://foodinnovation.rutgers.edu/fictour.html>

Philadelphia CASA Conference Held at the Food Innovation Center

On Friday, June 12th the Food Innovation Center hosted a training conference for the Central Atlantic States Association of Food and Drug Officials. Highlights from the conference included a presentation on the Food Innovation Center given by Lou Cooperhouse; Shell Egg Pasteurization Technology given by Gregory West, President of National Pasteurized Eggs, Inc.; and a presentation on Current Intervention Methods in Produce Safety, given by Dr. Brenden Emira of USDA ARS Eastern Regional Research Center. The day also included guided tours of the Food Innovation Center. An agenda for this conference can be viewed on the CASA website at <http://www.casafdo.org/Philadelphia/AgendaJune12.pdf>

Philadelphia Agricultural Society Conference Held at FIC

On Thursday, May 7th the Food Innovation Center hosted a meeting of the Philadelphia Society for Promoting Agriculture, and provided a tour to approximately 50 participants. The Philadelphia Society for Promoting Agriculture was founded in 1785, and is the oldest and, as measured by the importance of its contributions, the most noted of American agricultural societies. In addition to its important contributions to the improvement of farm practice, it was chiefly instrumental in the organization of many other agricultural societies and public agencies for the promotion of agricultural education and research. FIC Director Lou Cooperhouse gave a presentation on the Food Innovation Center to this group, which was followed by guided tours of the facility. More information on the PSPA can be found at <http://www.pspaonline.com/>

Food Innovation Center Presents at Various State and National Conferences

Over the past few months, the Food Innovation Center team have spoken at, or participated in, a variety of events, including:

- April 13-14 Lou Cooperhouse presented at the 2009 Michigan Land & Prosperity Summit, sponsored by the Michigan State University Land Policy Institute. Lou served as a keynote speaker for this summit and the title of his presentation was “Business Incubation as a Catalyst for Regional Economic Development”. An agenda of this event, and a copy of his presentation, can be found at: http://www.landpolicy.msu.edu/modules.php?name=Pages&sp_id=428
- April 16 Diane Holtaway hosted the New Jersey Association of Women Business Owners’ networking event at the Food Innovation Center, giving a presentation of the Center as well as a tour of the facility.
- April 17 Lou Cooperhouse, Diane Holtaway and Dianne Carbonetta represented the Food Innovation Center and their new Hands-On Food Safety Training Program at the Career and Education Resource Expo held at Cumberland County Community College. Lou also gave a presentation titled “Career Opportunities in the Food Industry”.
- April 20 Lou Cooperhouse presented at the 23rd international conference of the National Business Incubation Association in Kansas City, MO. The title of Lou’s presentation was “A Roadmap for Incubator Development”. In addition, Lou served as the moderator of a forum on Food/Agricultural/Kitchen Incubation at the NBIA conference, in which global food incubator programs can exchange ideas and forge new collaborative relationships.
- April 25th Diane Holtaway was one of the speakers at Food Science Alumni Event held during Rutgers Day. She presented information about the Food Innovation Center along with possible ways the Center, alumni and students can collaborate.
- May 5 Lou Cooperhouse and Diane Holtaway participated in the NY IFT 2009 trade show to promote the Center to local food companies and food business resources.
- May 27 Lou Cooperhouse presented at the Spring 2009 Analysts meeting of the New Jersey Department of Labor and Workforce Development where he spoke about the role that business incubators have in business attraction, business retention, job creation and workforce development. To view an agenda for this event, please see: <http://foodinnovation.rutgers.edu/2009SpringAgendaTextOnly.pdf>
- May 30 Margaret Brennan-Tonnetta and Diane Holtaway represented the Food Innovation Center at the 2009 Cumberland County Community Day held at the NJ Motor Sports Park.

Upcoming Presentations

Lou Cooperhouse, Director of FIC, will be a speaker at the closing general session of the Convenience Store Industry's CSP Foodservice at Retail Expo (FARE) to be held August 17-19, 2009 in Schaumburg, IL. The title of this panel session will be "Mandates, Regulations & Social Causes: How will your foodservice program be affected?" Lou is also a member of the national Advisory Board to the Foodservice at Retail group. More information about this conference can be found at <http://www.foodserviceatretail.com>

Lou Cooperhouse, Director of FIC, will be a speaker at American Public Health Association 137th Annual Meeting and Exposition, which will take place November 7-11 in Philadelphia, PA. The title of his presentation will be "Food Business Incubation: An Innovative Model for Public Health through Nutritious Food Development, Farm to Cafeteria Programs, Local Food Promotion, Poverty Alleviation, and Regional Economic Growth". More information about his presentation can be viewed at <http://apha.confex.com/apha/137am/webprogram/Session26087.html>
More information about the APHA Annual Meeting can be found at www.apha.org/meetings

Upcoming Seminars and Tours

- July 8 – Tour of the Food Innovation Center. 1:30-2:30pm. For more information, or to register, please see: <http://www.foodinnovation.rutgers.edu/fictour.html>
- July 15-17, 22-24– Hands-On Food Safety Training to be held at the Food Innovation Center from 8am – 5pm. For more information, or to register, please see: <http://www.foodinnovation.rutgers.edu/Hot%20Classes.pdf>
- August 4 – Tour of the Food Innovation Center. 1:30-2:30pm. For more information, or to register, please see: <http://www.foodinnovation.rutgers.edu/fictour.html>
- August 5-7, 12-14 – Hands-On Food Safety Training to be held at the Food Innovation Center from 8am – 5pm. For more information, or to register, please see: <http://www.foodinnovation.rutgers.edu/Hot%20Classes.pdf>
- September 3 – Tour of the Food Innovation Center. 1:30-2:30pm. For more information, or to register, please see: <http://www.foodinnovation.rutgers.edu/fictour.html>

Staff News

Food Innovation Center Welcomes Jean Mahoney!

The Center is very pleased to welcome Jean Mahoney to the team as our new Administrative Assistant! Jean has extensive experience providing administrative support for businesses in the public and private sector. Prior to working at FIC, Jean was Administrative Assistant at the Rutgers School of Social Work in Camden. Previously she worked as an Associate Technical Writer at Cendant Mortgage and earlier in her career, Jean worked at Reliance Insurance Group, where she was Executive Assistant and provided secretarial and administrative support to the President/CEO and Executive Vice President of the Reliance Surety Company. The Food Innovation Center is very happy to have Jean on board!

To learn more about Jean and the rest of the FIC team, please see our website at:
<http://www.foodinnovation.rutgers.edu/personnel.html>

Sho Islam Completes NJ Agricultural Leadership Development Program

On June 11th Sho Islam, Business Development Associate at the Food Innovation Center, completed a two-year term in the New Jersey Agricultural Leadership Development Program. This two-year leadership development initiative is sponsored by the New Jersey Department of Agriculture, Rutgers University, New Jersey Farm Bureau and the New Jersey Agricultural Society. During his time in the program, Sho visited Washington DC and met with EPA, USDA, and Congressional representatives, attended a Washington seminar which provided the opportunity for him and other agricultural participants to exchange ideas and demonstrate leadership in their respective industries, and visited various farms in the state to better understand issues faced by local farmers. A photo of Sho's graduation ceremony is available on our website:
<http://foodinnovation.rutgers.edu/shoNJALDP.jpg>

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=aCOZSIWQTjymLqgsBnlHqQ_3d_3d

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