

Great Lakes Fruit, Vegetable & Farm Market EXPO

December 9-11, 2008

DeVo Place Convention Center, Grand Rapids, MI



Farm Marketing III

Wednesday morning 9:00 am

Where: Ballroom C

Moderator: Dan Rossman, Extension Director, Gratiot Co. MSU Extension

9:00 a.m. It All Started With Raspberries

- Susan Lynn, Sand Hill Berries, Mt Pleasant PA

9:30 a.m. Commercial Kitchen Start Up - What You Need to Know

- Cathy Martin, MDA Food Safety Inspector

9:50 a.m. Using Incubator Kitchens to Start Your Farm Market Processing

- Frank Gublo, Huron Co. MSU Extension

10:15 a.m. What Can the MSU Product Center Offer You?

- Dianne Novak, MSU Product Center

10:35 a.m. Processing and Marketing Gourmet Products at Sand Hill Berries and Greendance Winery

- Susan Lynn, Sand Hill Berries, Mt Pleasant PA
-



What Can the MSU Product Center Offer You?

Dianne Novak, RD
Specialized Services Coordinator

Business innovation in agriculture, food and natural resources

Product Center Business Development Center

- Resources
 - Tools to take concept to sustainable business idea
- Services
 - Process that transforms business idea into a commercially viable entity
 - Product development
 - Product Testing



Business innovation in agriculture, food and natural resources

Business Assistance

- Exploration Stage
 - Concept refinement
 - Business Plan
 - Market Opportunity
- Physical Stage
 - Location – regulatory
 - Product – regulatory/testing
 - Distribution/Partnering



Business innovation in agriculture, food and natural resources

Resources to Get to Launch

- Virtual
 - Market Research
 - Demographics
 - Feasibility
 - Cost & Break/Even
 - Sales Opportunities
 - "where" will it appear on the shelf?
 - Company Advantage
 - Image
 - Logo



Business innovation in agriculture, food and natural resources

Resources to Get to Launch

- Concrete
 - Proto-type
 - Recipe to Formula
 - Package
 - Label
 - Product
 - Nutrition Facts
 - Quality
 - Shelf-life
 - Food Safety
 - Classification
 - FDA/USDA/MDA
 - Processing
 - GMP



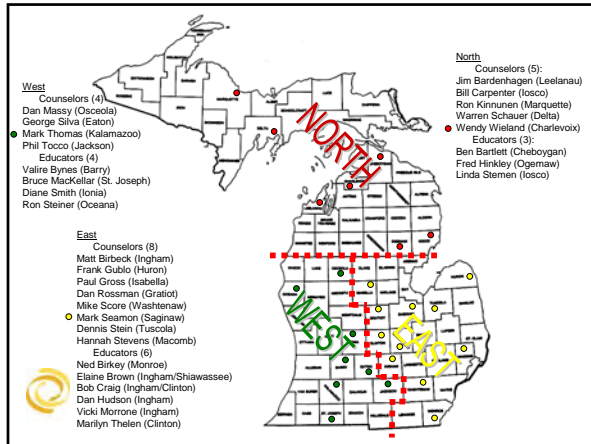
Business innovation in agriculture, food and natural resources

Product Center helps with Both!

- Pre-planning & Justification
- Who?
- Innovation Counselor & Educator Network



Business innovation in agriculture, food and natural resources



Product Center helps with Both!

- Product Ramp-Up & Launch
- Who?
- Campus-based
 - Faculty and Researchers



Venture Development www.productcenter.msu.edu



Campus Based Help

- Food Processing
 - Acid vs Acidified vs Low-Acid
 - Process Authority Evaluation
- Nutritional Label
 - Nutrition Facts
 - Ingredient statement
 - Allergens



Campus Based Help

- Packaging
- Advertising
- Legal
 - Food Law
 - Business Structure & Agreements
- Ag Engineering
- Dairy Science
- Meat Science
- Supply Chain & Market Connections



How do I work with the Product Center?

- Become a client
 - Register on-line
www.productcenter.msu.edu
 - Request For Counseling



How do I work with the Product Center?

- Meet with Product Center Staff
 - Innovation Counselor
 - Venture Development Staff



How do I work with the Product Center?

- Develop a Plan of Work
 - Exploration
 - Physical Stage



How do I work with the Product Center?

- Access necessary resources and services for business launch
 - Evaluate cost and timelines



Contact Information

- Dianne K. Novak, RD, MS
- MSU – Product Center
- 101 Farrall Hall
- novakdi@msu.edu
- Phone: 517-432-8754 office
- Cell: 517-230-2689
- www.productcenter.msu.edu

