

Product Center Food • Ag • Bio MICHIGAN STATE UNIVERSITY

# Growing Entrepreneurs and the Michigan Economy

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## **MSU Product Center**

- Provide strategic research and business development services in food, agriculture, and natural resources
- Collaboration with MSU Extension, Ag-Bio-Research, and Department of Agricultural, Food, & Resource Economics

MICHIGAN STATE

AgBioResearch



### Who does the Product Center help?

- Start-ups
- Existing business

- Farmers
- Food processors
- Food product businesses
- Bio-based business

## How can the Product Center help?

- Market assessments
- Feasibility studies
- Food processing expertise
- Concept development
- Business planning
- Navigating the regulatory maze
- Cooperative development

## How can the Product Center help?

- Food science and testing
- Nutritional labeling
- Packaging
- Connections to MSU resources

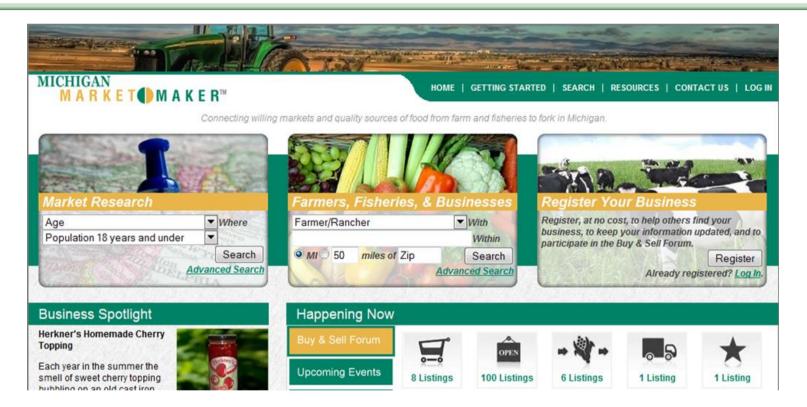
## Is there a charge for services?

- Basic business counseling is FREE
- Applicable fees for strategic research and technical assistance

## Who provides the services?

- 14 campus based staff
- 10 Extension educators in the field trained as innovation counselors

### MarketMaker https://mi.foodmarketmaker.com/



 Web-based resource that provides a link between producers, processors, wholesalers, retailers, farmers' markets, food service providers and end-consumers within the food supply chain.

- FREE
- Farmers
- Food Processors
- Farm Markets
- Restaurants
- Grocery stores

### What's in Season App



Mobile friendly way to connect consumers to producers of locally grown produce in season

https://whatsinseasonapp.com/

#### Food Processing & Innovation Center FPIC

- State of the art processing facility
- Pilot plant for use by food and ag industry
- Large commercial scale equipment
- Customized processing to meet the needs of client
- USDA and FDA regulatory compliant

#### Food Processing & Innovation Center FPIC



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AND ACCELERATING INNOVATION.

#### 2017 Making It In Michigan CONFERENCE AND MARKETPLACE TRADE SHOW

TUESDAY, NOVEMBER 7TH AT THE LANSING CENTER



- Conference and trade show for those interested in starting or expanding a food business
- This year's event is November 8, 2018



## **MIIM Conference**

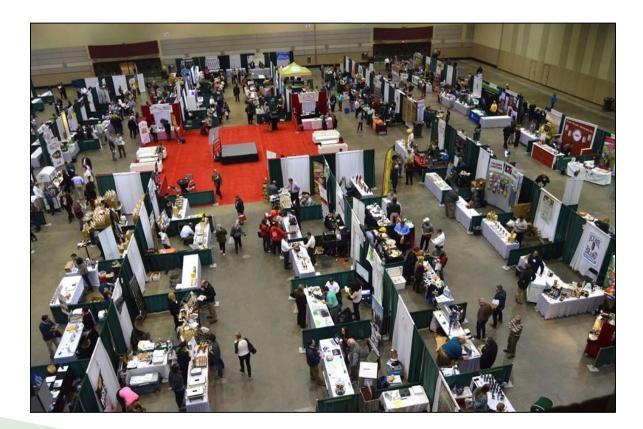
- Educational sessions
- Keynote presentation
- Product Center client awards





### **MIIM Trade Show**

 Provides entrepreneurs with a venue to connect with retail buyers





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#### Growing entrepreneurs and the Michigan economy

- 4,164 counseling sessions
- 689 clients
- 91 venture launches
- 461 jobs created
- 486 jobs retained
- \$53,435,370 new investment



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# **Questions** ???

#### **Contact:**

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https://www.canr.msu. edu/productcenter/