

# Rutgers Food Innovation Center

## *e-nnovator News*

September 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 September 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.

### **Education & Training Updates**

#### **FIC Releases Comprehensive Community Farmers Market Report!**

The Rutgers Food Innovation Center has just released an in-depth study entitled *New Opportunities for New Jersey Community Farmers Markets*. This report should prove highly valuable to those involved, or looking to become involved, in community farmers markets, whether in a vendor or market management position. Information is provided for vendors seeking to understand the financial and time commitment they will be required to make, revenue estimates they might expect, and what sort of products consumers are expecting to see at a market. Managers of community farmers markets can glean information regarding the process of starting a market, vendor fees, market promotion, creation of bylaws, vendor management and much more. This report has been made possible, due 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](http://foodinnovationcenter.rutgers.edu/educational_resources/market/index.html)

This new report can be downloaded from the Center's website at no cost at:

<http://foodinnovation.rutgers.edu/FarmersMarketGuide2009.pdf>

For a press release and other news coverage regarding the report see:

<http://news.rutgers.edu/medrel/news-releases/2009/09/rutgers-food-innovat-20090902>

[http://www.pressofatlanticcity.com/news/breaking/article\\_f4e1ec7e-a015-11de-ac3b-001cc4c002e0.html](http://www.pressofatlanticcity.com/news/breaking/article_f4e1ec7e-a015-11de-ac3b-001cc4c002e0.html)

<http://www.allbusiness.com/agriculture-forestry/agriculture-agriculture-ownership/12816815-1.html>

#### **FIC Debuts Extensive Array of Classes & Programs in Food Safety!**

The Rutgers Food Innovation Center (FIC) has received considerable interest from food industry employers, as well as potential employees, regarding the availability of a wide variety of food safety education and training programs. Proactive food industry employers are ensuring that each

of their employees are regularly trained, and both their customers and the government are requiring that this type of training occur on a regular basis. The Food Innovation Center is now offering three types of training to meet the needs of the food industry: Food Safety Training, HACCP Certification, and Specialized Services. To view more information on available classes and specialized services, please see the Center's website at:

<http://foodinnovation.rutgers.edu/etss/>

FIC's **Food Safety Training Classes** include 3-hour short courses in nine different topics, relevant for all employees of a food company, which can be scheduled to take place in the FIC Conference room or on-site at the manufacturing location. These include: Good Manufacturing Practices & Personal Hygiene; Microbiology of Food-Borne Illnesses and Preventative Techniques; Sanitation - Best Practices; Allergens & Cross-Contamination Control; Food Protection & Bioterrorism Control; Traceability, Paperwork & Third-Party Audits; Introduction to SQF Certification and Standards; An Introduction to HACCP; and HACCP - Conducting an Annual Reassessment. More information on FIC's Food Safety Training Classes can be found here: <http://www.foodinnovation.rutgers.edu/etss/threehour.html>

In addition, a comprehensive series of **Hands-On Training** classes are now being offered in the FIC facility which include demonstration of principles in a production or laboratory setting, and are designed for anyone applying to work in the food processing industry or in need of basic training. The Rutgers FIC has been approved by the New Jersey Department of Labor and Workforce Development and the State Employment and Training Commission for inclusion on its New Jersey Eligible Training Provider List for this six-day curriculum in food safety. Eligible applicants may receive funding for this class from a local Workforce Investment Board (WIB) or One-Stop Career Center. Topics for this program include: Good Manufacturing Practices; Microbiology & Sanitation; Allergens & Cross-Contamination; Bioterrorism & Food Protection; Application of HACCP; and Documentation, Traceability & Audits. A certificate of completion will be awarded for each session attended. More information on the Center's Hands-On Training classes can be found here: <http://www.foodinnovation.rutgers.edu/etss/handsontesting.html>

**HACCP Certification** is now being offered by the Rutgers FIC through a 16-hour training program at our location or yours. This certification is recommended for all HACCP Team members, HACCP Coordinators, QA/QC personnel and members of management. This course covers the 7 basic principles of HACCP and Records Review through a combination of lectures, practical examples and group break-out sessions for writing a model HACCP plan, and requires passing a written comprehension exam to meet SQF and other third party audit program requirements. More information on HACCP Certification through the FIC can be found here: <http://www.foodinnovation.rutgers.edu/etss/haccpcert.html>

Three Food Safety related **Specialized Services** are also now available through FIC, which would take place on-site at the processing location and are customized to the individual client's needs. The first, **Preparing for Your Third Party Audit**, includes a physical review of the premises and a review of the company's documentation related to quality assurance and food safety. This service is for general use in any FDA or USDA inspected facility getting ready for a typical 3<sup>rd</sup> party audit. The second specialized service, **Review of Your HACCP Plan**, includes an on-site audit of employee operational practices, and an inspection and review of a company's written HACCP plan, pre-requisite programs, and other supporting documentation. This HACCP review is appropriate for any FDA or USDA inspected facility, but is not specific to the requirements of SQF or other specific 3<sup>rd</sup> party auditing agency. The third specialized service is **Enhancing Food Safety & Extending Shelf Life**, is appropriate for any company that is looking to control or minimize the potential incidence of food borne pathogens and/or spoilage organisms

in their product(s) and the environment. This on-site visit will include a physical review of the premises and also a review of the company's equipment, technologies, processes, and procedures that are relevant to food safety and to shelf life extension. More information on the Center's Specialized Services can be found here:

<http://www.foodinnovation.rutgers.edu/etss/specialized.html>

### **FIC Holds First HACCP Managers Training Program**

On September 8<sup>th</sup> and 9<sup>th</sup> the Food Innovation Center held their first HACCP Manager Training program with participants from Omni Bakery & affiliates, taught by Certified HACCP Instructor Donna F. Schaffner. Twelve participants completed the 16 hour training program and passed the written exam. Said one satisfied participant: "The course was designed very well, to the point, and hit all the important factors of the topic. The instructor and her career experiences help to make certain processes and information easier to grasp. I will be happy to tell other businesses about my experiences at the Food Innovation Center."

### **Cousteau Center in Bridgeton Has New Class Offerings**

The Cousteau Center in Bridgeton, New Jersey, a satellite facility for the larger Jacques Cousteau National Estuarine Research Reserve (JCNER), which covers more than 110,000 acres of woodland, wetlands and aquatic ecosystems in South Jersey, is offering a variety of agriculture and aquaculture classes. For a complete listing please see:

<http://foodinnovation.rutgers.edu/CousteauCenteratBridgetonSeminarSeries.pdf>

## **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.

For more information on PSNJ, please review their website at <http://www.plansmartnj.org/>

## **NJ Food Processors Association Update**

The Rutgers 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 recruitment of new members for the association and is authoring its e-newsletter. To view the September 2009 issue of the *NJFPA News*, please see their website at:

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

**NJFPA Annual Conference to be held January 21, 2010 and feature NJDA Secretary Douglas Fisher and NJDHSS Food & Drug Safety Manager Richard Ritota**

The annual NJFPA Conference will be held on January 21, 2010 at the Buena Vista Country Club, located on Route 40 in Buena, NJ. Douglas Fisher, Secretary of the New Jersey Department of Agriculture, will be a keynote speaker at this year's conference and discuss pressing issues facing New Jersey's food industry. In addition, Richard Ritota, who leads the Food and Drug Safety program at the New Jersey Department of Health and Senior Services, will speak about food safety, and the tremendous resources offered by this agency.

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 Welcomed**

**FIC and Client Featured in NJ.com Article**

The Food Innovation Center, along with client Jamie Faitelson of Chef Hymie Grande Sauces, has been featured in a recent article on NJ.com. Says Jamie of working with the Center: "At most places, you just rent their facility, but here you get an entire group of people to help the business grow... and that's the beauty of being involved with the Food Innovation Center." To read the full article, please see: [http://www.nj.com/gloucester-county/towns/index.ssf/2009/09/rutgers\\_food\\_innovation\\_center.html](http://www.nj.com/gloucester-county/towns/index.ssf/2009/09/rutgers_food_innovation_center.html)

**Center Tour Dates Posted for October, November and December**

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 October through December 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>

**FIC Website Contains Details of USDA's Value Added Producer Grant**

The Value Added Producer Grant NOSA has been re-issued by USDA Rural Development and farmers are encouraged to file their applications and take advantage of the \$18 million set aside for value-added producer grants. Applications are due no later than November 3, 2009. More information about applying for this grant can be found on the Food Innovation Center's website at: <http://www.foodinnovation.rutgers.edu/vapg2009.html>

**Farmers Bus Tour Stops at FIC**

On August 31<sup>st</sup>, the Food Innovation Center was pleased to be visited by over 50 farmers and educators, organized by the Small Farms Programs of Delaware State University and the University of Maryland Eastern Shore. The tour was organized to give farmers practical examples of how they can increase profits through innovation. Tour stops included: the Delaware State University Incubation Center, Rutgers Food Innovation Center, Duffield's Family Farm & Market, Muth Farm, Heritage Farm Market and Winery, Fisher Farm, Lancaster Central Market and Brook Lawn Farm.

## Upcoming Seminars and Tours

**October 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>

**November 5:** 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>

**December 1:** 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>

**December 2 -4 & 7-9:** Hands-On Food Safety Training to be held at the Food Innovation Center from 8am-5pm.

## Upcoming Presentations

### **Lou Cooperhouse to Present at American Public Health Association Meeting**

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](http://www.apha.org/meetings)

### **Diane Holtaway to Present at Cumberland County One Stop**

Diane Holtaway, Associate Director of Client Services at the Food Innovation Center, will speak to start-up and existing food companies on how the Rutgers Food Innovation Center can assist them in their business venture. Key topics will include: marketing, production, food safety regulations and manufacturing. The presentation will occur on November 13<sup>th</sup> from 9am to 12pm at the Cumberland County One-Stop Career Center. For more information, please see:

<http://foodinnovation.rutgers.edu/SBDCFlyerNov132009.pdf>

## 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](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/>