



Product Center
Food • Ag • Bio
MICHIGAN STATE UNIVERSITY

Growing Entrepreneurs and the Michigan Economy

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MSU Product Center



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
UNIVERSITY

AgBioResearch

MICHIGAN STATE
UNIVERSITY

Extension

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/>

The screenshot shows the Michigan MarketMaker website homepage. At the top, there is a navigation bar with links for HOME, GETTING STARTED, SEARCH, RESOURCES, CONTACT US, and LOG IN. Below the navigation bar is a banner image of a green tractor in a field. The main content area is divided into several sections:

- Market Research:** A search form with fields for Age (Population 18 years and under) and Where (MI), a Search button, and a link to Advanced Search.
- Farmers, Fisheries, & Businesses:** A search form with a dropdown for Farmer/Rancher, a Search button, and a link to Advanced Search.
- Register Your Business:** A registration form with a Register button and a link to Log In.
- Business Spotlight:** A section featuring "Herkner's Homemade Cherry Topping" with a small image of the product.
- Happening Now:** A section with a "Buy & Sell Forum" button and a list of upcoming events with icons and listing counts: 8 Listings (shopping cart icon), 100 Listings (OPEN sign icon), 6 Listings (grapes icon), 1 Listing (truck icon), and 1 Listing (star icon).

- 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.

MarketMaker

<https://mi.foodmarketmaker.com/>

- 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



A DECADE OF CREATING OPPORTUNITY
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





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





Questions ???

Contact:

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