



GROWING ENTREPRENEURS AND THE MICHIGAN ECONOMY

Venture Development
Food Processing and Innovation Center (FPIC)
Accelerated Growth Services (AGS)
Strategic Research Group
Center for Economic Analysis (CEA)
Making It In Michigan (MIIM)

The MSU
Product Center
assisted in

87

new venture
launches in the
past year



Product Center
Food • Ag • Bio
MICHIGAN STATE UNIVERSITY

The goal of the MSU Product Center Food-Ag-Bio is to accelerate innovation and growth for business, industry, and entrepreneurs in the food, agriculture, and natural resources sectors of the Michigan economy.



FPIC



new jobs
created last year:

348

new jobs created
since 2003:

2,343

Since 2003, the MSU Product Center has assisted in
business expansions resulting in investments of

\$453.3 million



Venture Development

Venture Development services offered are the cornerstone of business development for emerging businesses. Ten innovation counselors across the state located in county MSU Extension offices deliver business counseling services. Many clients are assisted with concept development to determine if their concept can result in a viable business. Developing a business plan, navigating the regulatory maze, and accessing the supply chain are key services provided.

Clients can access specialized services offered by campus staff and faculty such as product classification and process authority review, nutritional labeling, food science, food processing and safety, and packaging assistance. These technical services are provided by both Product Center staff and other campus specialists.

The Product Center also partners in many outreach activities and programs with key collaborators such as the MSU Center for Regional Food Systems, the Michigan Good Food Fund, USDA Rural Development, and the Michigan Department of Agriculture and Rural Development.

Food Processing and Innovation Center (FPIC)

The FPIC opened its doors in 2018 as a state of the art pilot processing facility for use by the food and agriculture industries. It features large, commercial scale equipment and provides customized processing options to meet the needs of the client. Products made in the FPIC are FDA and USDA regulatory compliant to be offered into the market.

Accelerated Growth Services (AGS)

Accelerated Growth Services works with established businesses that want to move to the next level of market performance. Many clients are requiring high-level food safety and certification assistance that is required by retailers to meet the demands of consumers for safe and wholesome products. Strategic planning services also assist companies in charting a course for business expansion.

Strategic Research Group

The Strategic Research Group serves a broad and diverse client base with both ongoing and short-term research and outreach programs. Market analysis, feasibility studies and economic impact reports provide clients with research needed to make key decisions.

Center for Economic Analysis (CEA)

Center for Economic Analysis actively engages with MSU's stakeholders, advances current projects, and pursues new funding and research opportunities that are priorities to MSU's stakeholders. The center provides expertise in applied model development for addressing policy-oriented questions around economics, finance and the environment.

Making It In Michigan (MIIM)

The Making It In Michigan Conference and Trade Show is an annual event to assist food business entrepreneurs. The conference provides educational sessions with a focus on starting and expanding food businesses. The trade show offers a venue for entrepreneurs to showcase their products to retail buyers.

Award Winners

Each year the Product Center gives special recognition in several categories to our clients. **Congratulations to the 2018 winners!**

Entrepreneur of the Year Award

The Entrepreneur of the Year Award recognizes a Product Center client that has demonstrated innovative entrepreneurial and business characteristics and achieved unique accomplishments.

Scotty and Suzi Owens
Scotty O'Hotty Gourmet,
Inkster, MI
www.scottyohotty.com



Barrier Buster Award

The Barrier Buster Award recognizes a Product Center client for overcoming barriers to success at any point in the development of the venture.

Dimitri and Marianne Mansour
Blue Grill, Milford, MI
www.thebluegrill.com



Start-up To Watch Award

The Start-up to Watch Award recognizes an emerging company that has made tremendous progress, but has even greater potential to expand the business.

Laura Carroll
Whitehouse Elite Meats, Ravenna, MI
www.whitehousewhitetails.com



Value-Added Agriculture Producer Award

The Value-Added Agricultural Producer Award recognizes a farm business that has attained excellence in adding value to a raw agricultural product and increased the profitability of the farm.

Bill Schultz and Andrew Schultz
Fruitridge Farms, Mattawan, MI
www.schultzfruitridgefarms.com



Texas Corners Brewing Company, Kalamazoo, MI
www.texascornersbrewing.com



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