

## CLIENT stories



### **Petoskey Farms Vineyard & Winery**

co-founders Andy and Tracie Roush started their business in 2012 in what is now known as the Tip of the Mitt AVA, amongst the scenic hills of Petoskey. Petoskey Farms is an 11-acre Vineyard and Winery focusing on Cold-Climate grape varietals such as Frontenac and Marquette. With the help of the MSU Product Center business counseling program, Petoskey Farms has been able to remain laser-focused to grow their agri-tourism business over 25% year after year. Andy and Tracie will continue to use the MSU Product Center in future plans to help keep their business competitive and sustainable in the years to come.



**Brazilian Oven LLC**, the only regional maker of Brazilian cheese bread, Pão de queijo, launched in 2013. They produce three handmade ready-to-bake varieties - traditional, jalapeno, and roasted garlic.

Silvana Russell, founder of Brazilian Oven LLC, realized that this was a unique food and that there was a market for this product in the U.S. It is naturally gluten-free, made with tapioca flour and a blend of three types of cheeses. Customers can find Brazilian Oven Cheese Bread in the freezer section at over 30 stores including Michigan, Indiana, and Illinois, including select Whole Foods stores. Silvana's counselor, Mark Thomas, says, "Her ability to ask specific detailed questions of the Product Center Food Science team facilitated a quick response."

### **Ebels General Store**

The Ebels Little Town Jerky facility (USDA Inspected), started by Mark Ebels in 1994 was a means to get their highly sought after products available to customers in other locations throughout the state. As the company continues to grow with their own line of products and co-packing for other customers, the MSU Product Center assists them with the ever increasing regulatory standards and with compliance for the Global Food Safety Initiative Certifications that are required by some customers. Ebels' counselor, Tina Conklin, says "This family is a complete joy to have the opportunity to work with. Their passion for their employees and the products that they produce is evident from the moment you walk in to their facility. Their commitment to safe, quality products, that goes beyond regulatory standards is what keeps this 4th generation family business expanding."

## ACCESS TO a network of professional service providers

The Product Center has an on-campus staff including specialists in venture development, business and market analysis, supply chain management, food science and nutrition. This staff is complemented by other MSU faculty members and non-MSU service providers, including private consultants.

The Product Center also has an extensive network of certified innovation counselors who offer services anywhere in the state.

Contact the Product Center today to begin working with an innovation counselor in your area.



Contact Us  
[PRODUCTCENTER.MSU.EDU](http://PRODUCTCENTER.MSU.EDU)  
**(517) 432-4608**

Find us on



**Product Center**  
Food • Ag • Bio  
MICHIGAN STATE UNIVERSITY

# GROWING ENTREPRENEURS AND THE MICHIGAN ECONOMY



**Product Center**  
Food • Ag • Bio  
MICHIGAN STATE UNIVERSITY

MICHIGAN STATE UNIVERSITY | Extension

MICHIGAN STATE UNIVERSITY | AgBioResearch

MSU is an affirmative-action, equal-opportunity employer.

## PARTNER WITH the Product Center and Michigan State University

The Michigan State University (MSU) Product Center helps Michigan entrepreneurs and businesses to develop and launch new product and service ideas into food, ag and bioenergy markets. Whether you are a budding entrepreneur or operate a well-established company, the Product Center is your key to the front door of Michigan State University's vast and varied technical expertise, research and outreach services.

At the Product Center, we facilitate innovation by customizing services to each client. From business planning to market analysis and research, and from scientific support to technical services, we deliver what entrepreneurs need directly or from our statewide network of university, business and governmental partners.

Our team of experts analyzes the level of service each client needs, taking some from concept development to launch and helping others with specialized issues such as packaging, labeling or nutritional analysis.

## CLIENT stories



**Mud Lake Farm** specializes in produce for specialty markets in West Michigan. In 2014 they began producing handcrafted cordials, or syrups made from elderflowers and ginger grown on the farm. Recently they began canning craft sodas from their cordials under the St. Steve's brand. Customer reaction has been very strong and their product line is now carried in over 100 locations in Michigan, and nationwide through their website. Owners, Kris and Steve Van Haitsma, sought assistance from the MSU Product Center for soda development and new markets.

## SERVICE OFFERINGS

### Business Counseling and Venture Development

- Business development in food, agriculture, bio-economy and natural resources
- Assistance in developing the business concept
- Tools for researching and writing a business plan
- Market analyses/feasibility studies for specific products or businesses
- Product/service development

### Economic and Market Research

- Market analyses of high-value, differentiated and niche products
- Economic impact studies and consumer analysis
- Market reports on various aspects of the agri-food value chain

### Specialized Services

- Packaging
- Process Authority Review
- Labeling and Nutrition Facts
- Food science
- Food processing

### Accelerated Growth Services

- New opportunities for larger established companies
- National food safety laws & regulations
- Long-term sustainability and profitability

### Food Processing and Innovation Center

- Licensed pilot plant for commercial processing
- Product development and packaging opportunities for larger established companies
- Creating and delivering new innovative products for the marketplace



FPIC

### Making It In Michigan Conference

- Food business development education
- Marketplace Trade Show
- Client awards and recognition



### Food MarketMaker

- Linking all parts of the food supply chain using an on-line national platform
- Database for market research and mapping
- Directory of all types of food businesses

Registrants will be charged a \$50.00 application fee to all clients entering our service system. Our business counseling services are offered free of charge and we will deliver high-quality service to our clients.