



January – December 2024
ECONOMIC IMPACTS

MSU PRODUCT CENTER

Food • Ag • Bio

Since 2003, the Michigan State University (MSU) Product Center has assisted in business expansions resulting in total investments of over \$446 million and creation of 3,729 jobs.

655

MSU Product Center Clients

Entrepreneurs who have participated in one or more counseling sessions.

3,386

Counseling Sessions

The number of counseling sessions completed by staff.

120

Jobs Created

Number of new jobs created as reported.

64

Jobs Retained

Result from working with an existing business where jobs otherwise would have been lost.

54

New Product Launches

Includes applicable food and beverage processing licenses and certifications.

\$200,000 Owner Investment + **\$1,598,686** Other Capital Investments/ Grants + **\$220,000** In Loans Obtained = **\$2,018,686** Total Capital Formation

FOOD PROCESSING AND INNOVATION CENTER

31

Clients

\$80 M

Total Sales Growth

1,000+

Hours

CORE SERVICES

Venture Development

The MSU Product Center provides vital venture development services for new and emerging businesses. Innovation counselors across the state deliver one-on-one counseling to clients and assist with developing concepts and business plans, navigating the regulatory process and accessing the supply chain.

Thanks to the MSU Product Center's close relationship with MSU campus staff and faculty, clients can access specialized services such as product classification and process authority review, nutritional labeling, food science, food processing and safety expertise, and packaging assistance.

Food Processing & Innovation Center

The Food Processing and Innovation Center is the nation's leading independent commercial food development, processing, packaging, and research facility. The center's real-time production environment supports the creation of vibrant new food products. Businesses big and small rent the state-of-the-art facility, which features the latest in processing and packaging technology to help reduce their risks and discover ways to take their operations to the next level. Products made in the center comply with Food and Drug Administration and U.S. Department of Agriculture (USDA) regulations.

Accelerated Growth Services

Accelerated Growth Services works with established businesses that want to improve their market performance. The MSU Product Center helps clients meet the high-level food safety and certification required by retailers. These strategic planning services also assist companies in charting a course for business expansion.

Strategic Research Group

The Strategic Research Group services a broad and diverse client base. Market analysis, feasibility studies and economic impact reports provide clients with the data they need to make key decisions.

Making It In Michigan Conference and Trade Show

The Making It In Michigan Conference and Trade Show is an annual event designed 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 and the general public.

2025 AWARD WINNERS



Entrepreneur of the Year Award

drench

Karen Akouri
drenchitclean.com



Start-Up to Watch

Charlevoix Cheese Company

Matt Thompson
charlevoixcheese.com



Value-Added Agriculture Award

Doodle's Sugarbush

Lynette Henson
doodlessugarbush.com



Barrier Buster Award

Furniture City Creamery

Rachel Franko
furniturecitycreamery.com



Young Innovator Award

Great Lakes Tinned Fish

Marissa Fellows
greatlakestinnedfish.com