



January – December 2025
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 \$462 million and the creation of 4,067 jobs.

567

MSU Product Center Clients

Entrepreneurs who have participated in one or more counseling sessions.

3,366

Counseling Hours

Number of hours our team spent working with clients or on client research.

194

Jobs Created

Number of new jobs created as reported.

208

Jobs Retained

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

88

New Product Launches

\$2,268,000 Owner Investment + \$6,198,926 Other Capital Investments/Grants + \$790,000 In Loans Obtained = \$9,256,926 Total Capital Formation

FOOD PROCESSING AND INNOVATION CENTER

30

Clients

\$400K

Total Sales Growth

800+

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.

2026 RETAIL AWARD WINNERS

2026 First Time at Fresh Thyme Award

Dip Detroit LLC's Hot Honey

Placement in all nine Michigan locations of Fresh Thyme Market

Battle Creek Horrocks & Co. Award Winners:

Bingo Roasters Chocolate Bars from Muskegon

Dip Detroit Hot Honey and Seasoning from Detroit

The Still Bar from Ann Arbor

Super Duper Coffee from Detroit

Wright's Bites pretzels from Grand Rapids

Hansen Foods, Hart MI Award Selections:

Bingo Roasters Chocolate Bars from Muskegon

Dip Detroit Hot Honey and Seasoning from Detroit

Red Truck Orchards Cherry Vinegar from Northport

Smoke'N Butt's BBQ Sauce from Grand Rapids

MSU Dairy Store Award Selections:

Belle Lavende Lavender Products from Plymouth

Dark Water Coffee Roasters from Hart

Nani Girl Snacks from Grand Rapids

Wright's Bites pretzels from Grand Rapids



Meijer Market Format Store Awards

Bridge Street and Capital City Market

Bingo Roasters Chocolate Bars from Muskegon

Rivertown, Woodward Corner, and

Independence Markets

Super Duper Coffee from Detroit

Westborn Market Award Selections:

Dip Detroit Hot Honey from Detroit

Prado Foods Asparagus Nuggets from Hart

Super Duper Coffee from Detroit