

MSU Extension at the Downtown Market



MICHIGAN STATE UNIVERSITY | Product Center
Food • Ag • Bio

2003 - 2013

MSU Product Center Innovation Counselors

Areas of Focus: food product development for retail markets, business plan development, packaging and labeling assistance, food safety plan development.

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Upcoming Events

“Cottage to Commercial” Workshops

Basic food processing, licensing, business planning for food businesses.

Dates and Places:

9/26 Lansing – Allen Street Market

10/1 Muskegon – Training Center

10/16 Mason – Hilliard Bldg

11/11 Grand Rapids – Kent MSUE

“Making It In Michigan”

11/12 Conference and specialty food show at the Lansing Center to connect processors with retail buyers

Programs and Clients

- **Wholesale Distribution Series At the Market:** Served as a presenter at the First Steps to Wholesale seminar; recruited regional distributors to present at the Growing Wholesale Sales Through Large Scale Food Distribution
- **Seminar at the Market:** Starting A Successful Cottage Food Business in Michigan
- **Vendors and Incubator Clients at the Market:**
 - Sweetie-Licious Bake Shoppe
 - Love’s Ice Cream
 - Thornburg & Co.
 - Simpatico Coffee
 - Malamaiah Juice Bar
 - BLOOMferments
 - Southern Smoke



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