

## CLIENT SNAPSHOTS

### Michigan Potato Industry Commission

In 2013, the Michigan Potato Industry Commission (MPIC) partnered with the MSU Product Center to fully develop the concept for a new product for Michigan chipping potatoes. With funding from Michigan Department of Agriculture and Rural Development through the newly created Strategic Growth Initiative, the MPIC and Product Center specialists, along with scientists from a product development firm worked through the steps in developing a new product. This included identifying the potential supply of chipping potatoes, development of a new product that fit with market trends as well as available production, visiting processing partners in the state interested in learning more about the potential to process and sell the new product, and developing a plan to market the product should one or more processors pick up the product line. At the project's end, the MPIC will have been guided through the product development process, from new product concept to market opportunity by utilizing the project management and research skills available at the MSU Product Center.



### Grand Traverse Pie Company

Grand Traverse Pie Company (GTPie) has been "Warming Hearts and Community through Pie" since 1996. From its first pie store in Traverse City with six employees it now has 15 pie shops across Michigan and Indiana. With this business growth and product development came numerous challenges in making viable business decisions while maintaining core company values in place and brand identity. The MSU Product Center has worked with the Grand Traverse Pie Company in the development of the company's "Power of Pie" vision and strategy which aligns both internal and external stakeholders around improving the lives of those that GTPie serves in each of their communities.



[www.productcenter.msu.edu/services/accelerated-growth-services](http://www.productcenter.msu.edu/services/accelerated-growth-services)

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**Accelerated Growth Services**

## ACCELERATED GROWTH SERVICES: FOR STAGE 2 COMPANIES

The MSU Product Center Food-Ag-Bio offers a suite of customizable business services for Stage 2 companies that are specifically designed for the food, agriculture, and natural resources sectors. This includes services related to business management, economic analysis, sustainability, risk management, product development, and supply chain services. A partial list of the services we offer are listed below. We can also assist you in finding experts in other areas such as engineering.



### THINK TANK:

Critical to making any important business decision is having a well-reasoned foundation for moving forward in the right direction. The Product Center team can assist you in your “top-level” planning activities such as:

- Market analysis
- Macroeconomic trends
- Consumer trends
- Strategic planning



### PRODUCT SOLUTIONS:

The Product Center and allied MSU partners can assist clients in the formulation and testing of food, agriculture and natural resource products, providing the following services:

- Packaging
- Product formulation
- Product testing
- Process authority review
- Sensory testing



### SAFETY NET:

Managing risk is a major component of operating a successful agri-food firm. The Product Center can support clients in mitigating risk in a wide range of capacities, providing the following services:

- Food safety systems
- Regulatory compliance
- GFSI standards
- Plant walk-through
- OSHA
- Recall plan
- HACCP



### SUSTAINABILITY:

Environmental and social sustainability are of ever-increasing importance to participants in the agri-food value chain. The Product Center provides services that can assist clients in developing sustainable strategies and practices as well as developing policies that ensure the clients receive credit for promoting sustainability. We and our MSU partners provide the following services:

- Animal welfare
- Identity preserved products (organic, ABE, etc.)
- Traceability
- Input sourcing



### SUPPLY CHAIN:

The Product Center offers services that assist clients in managing their supply chain issues and concerns with the goal of improving efficiencies, reducing costs and ensuring that they have access to the necessary inputs by providing the following services:

- Market assessment and development
- Logistics
- Distribution
- Toll processing expertise
- Export assistance



### BUSINESS MANAGEMENT:

The Product Center offers a wide range of business management capabilities to clients. These services usually deal with an analysis of the firm's finances and management practices and can make it easier for a firm to obtain financing for a project. Our business management services are as follows:

- Feasibility studies
- Assistance in financing
- Pro forma financial assessment
- Profit/loss analysis
- Marketing
- Grant opportunity assessment
- Cooperative development and expansion



### ENGINEERING:

Via our network of external associates, MSU partners with a number of experts in the field of engineering that provide the following services:

- Initial situation assessment
- Evaluation of existing locations
- Feasibility analysis
- Location screening
- On-site location and site visits
- Economic development
- Labor market analysis



### FOOD PROCESSING AND INNOVATION CENTER (FPIC):

- State-of-the-art food processing facility for product manufacturing
- Pilot plant for use by industry
- Coming on line in fall 2016