

COMMUNITY FOOD SECURITY AND ECONOMIC DEVELOPMENT

FOOD SECURITY AND COMMUNITY ECONOMIC DEVELOPMENT
BLOUSTEIN SCHOOL, RUTGERS UNIVERSITY, SPRING 2012



COMMUNITY ECONOMIC DEVELOPMENT IMPACTS OF THE RUTGERS FOOD INNOVATION CENTER

FOOD SECURITY AND COMMUNITY ECONOMIC DEVELOPMENT
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Image Credit: angelanoel, 2007

INTRODUCTION

- What is the FIC?
 - Business incubator
 - Makes markets
 - Recreates networks
 - Develops workforce



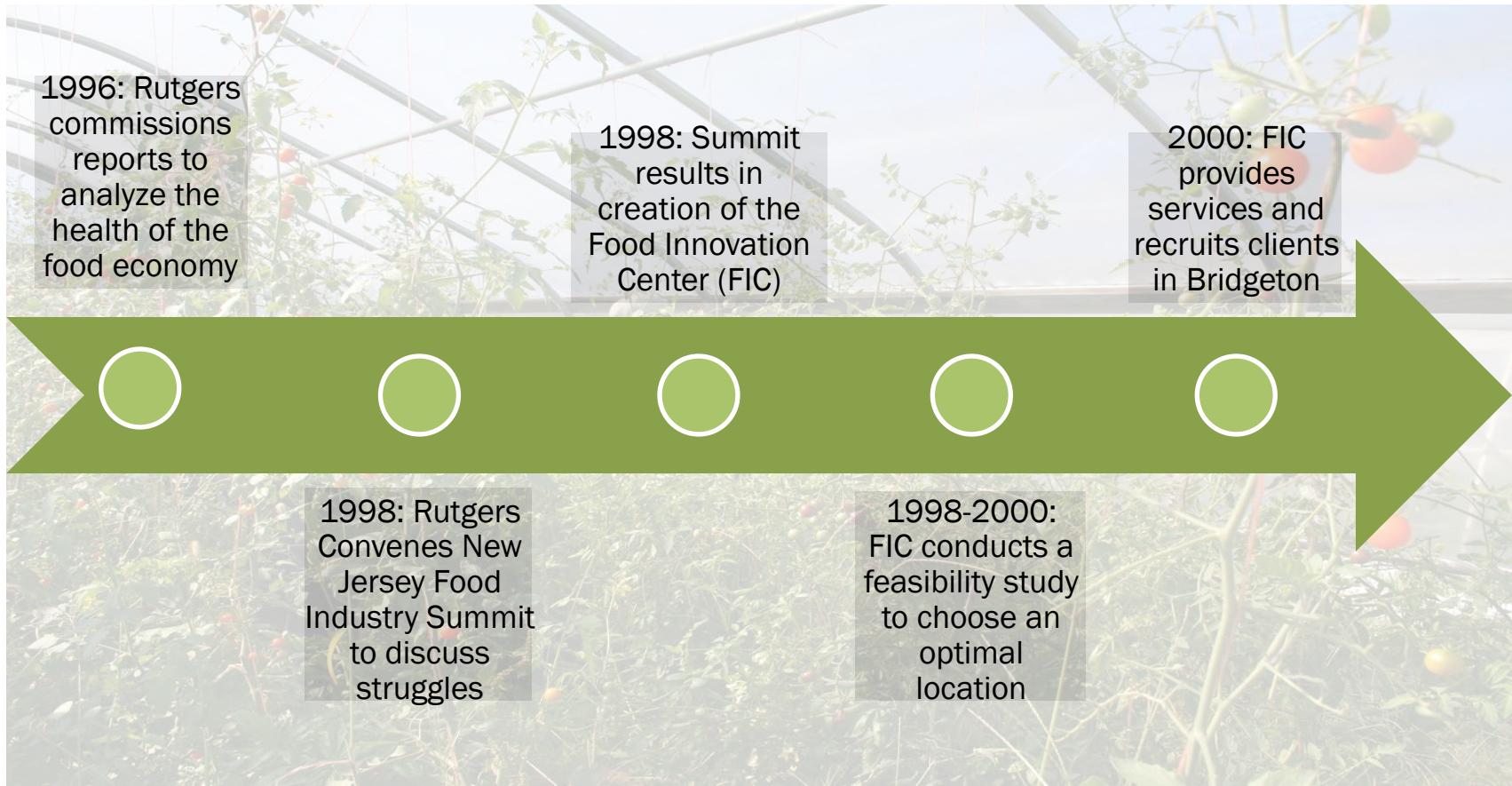
SOUTH JERSEY FOOD HISTORY

- Agriculture and food manufacturing



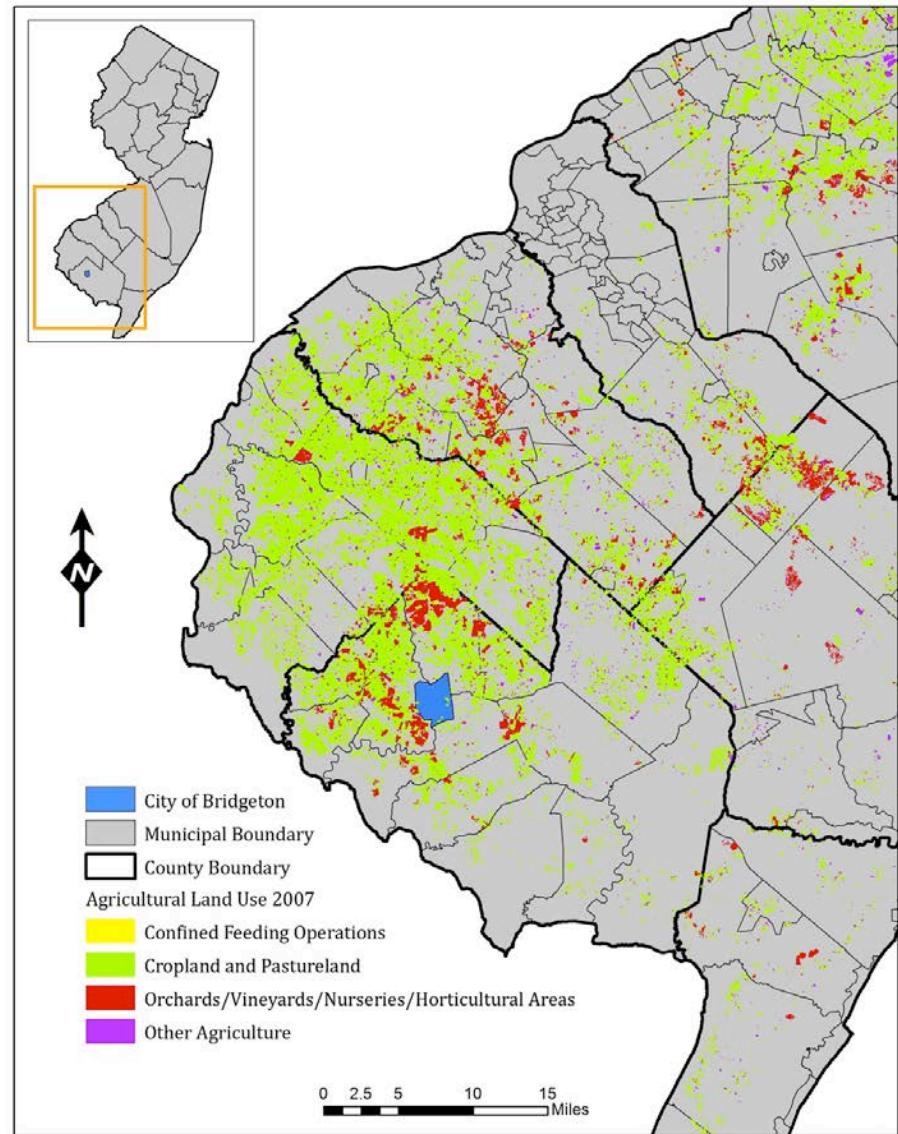
- Deindustrialization and food manufacturing decline

RUTGERS RESPONDS



PLANNING A FOOD INCUBATOR

- Why Bridgeton?
- Methodical approach
 - Establishing networks
 - Responding to needs
 - Building an employment base of industry experts



New Brunswick Food Hub Studio. Newman et al. 2012. Data Sources: NJDEP GIS 2012

FIC CORE SERVICES FARMERS AND ENTREPRENEURS

- Business planning, food science, and marketing assistance
- Value-added production
- Products for new and emerging businesses
- New product lines for well-established companies





FOOD INNOVATION CENTER

FOOD BUSINESS INCUBATOR FACILITY · BRIDGETON, NEW JERSEY



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New Jersey Agricultural
Experiment Station

J.W. PEDERSEN
ARCHITECT P.C.

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MAKING MARKETS

- Food quality and traceability
- Linking buyers and producers



NJ FARM TO SCHOOL PROGRAM

- Provides locally grown foods to school lunch programs throughout NJ
- Limited due to growing season and school facilities
- FIC helps provide prepackaged healthy food from locally sourced ingredients



MADE WITH JERSEY FRESH

- Trace local produce in processed food
- Flaim Farm and Circle M Farms use *Made with Jersey Fresh* Label
- FIC works with NJDA to support *Made with Jersey Fresh* label



PROFITABILITY AND QUALITY

- Build business to business relationships
- Create peer-to-peer learning opportunities
- Develop relationships with institutional consumers that can improve food quality
- Make processed foods available to retail consumers

BUILDING BUSINESS NETWORKS

- Business Association Mentor Program (BAM)
- Support local food economies through marketing

Partners in bringing our vision to reality.



SHARING IDEAS AND BEST PRACTICES

- Food Business Incubation Network
- Food Entrepreneurs Network



MAKING PROCESSED FOODS AVAILABLE TO CONSUMERS

- National and New Jersey Food Processors Association



WORKFORCE DEVELOPMENT

- Drawing on existing human capital
- Attracting industry talent
- Developing local talent
 - Training local unemployed residents
 - Providing continuing education
 - Organizing internship programs
 - Hosting employment fairs



COMMUNITY ENGAGEMENT

- Third party contracts with community members
- Former clients benefit from FIC's presence
- Common space for community group meetings



SOWING SEEDS FOR THE FUTURE



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Image Credit: Kathe Newman

MANY THANKS TO

Alena D'Auria, Rutgers

Margaret Brennan-Tonetta, Rutgers FIC

Lou Cooperhouse, FIC & F & S Produce Co., Inc.

Michael duBois, Rutgers FIC

Lisanne Finston, Elijah's Promise

Douglas H. Fisher, NJ Secretary of Agriculture

Lorena Gaibor, Unity Square Partnership

Kristina Guttadora, Farmers Against Hunger

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Diane Holtaway, Rutgers FIC

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Wes Kline, New Jersey Agricultural Experiment Station

Stephanos Koullias, Western Queens Compost Initiative

Richard Ludescher, SEBS

Tom Manning, New Jersey Agricultural Experiment Station

Jean Mahoney, Rutgers FIC

Bruce Masters, Rutgers FIC

New Brunswick Community Gardening Coalition

New Brunswick Food Alliance

Christina Palassio, The Stop

Glenn Patterson, City of New Brunswick Planning Office

Jack Rabin, New Jersey Agricultural Experiment Station

Mark Robson, Rutgers SEBS

Jaymie Santiago, New Brunswick Community Farmers Market

Skylar, Rutgers FIC

Tyler Thompson, XS Smith

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Instructor: Kathe Newman

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