

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

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Image Credit: angelanoel, 2007

INTRODUCTION

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



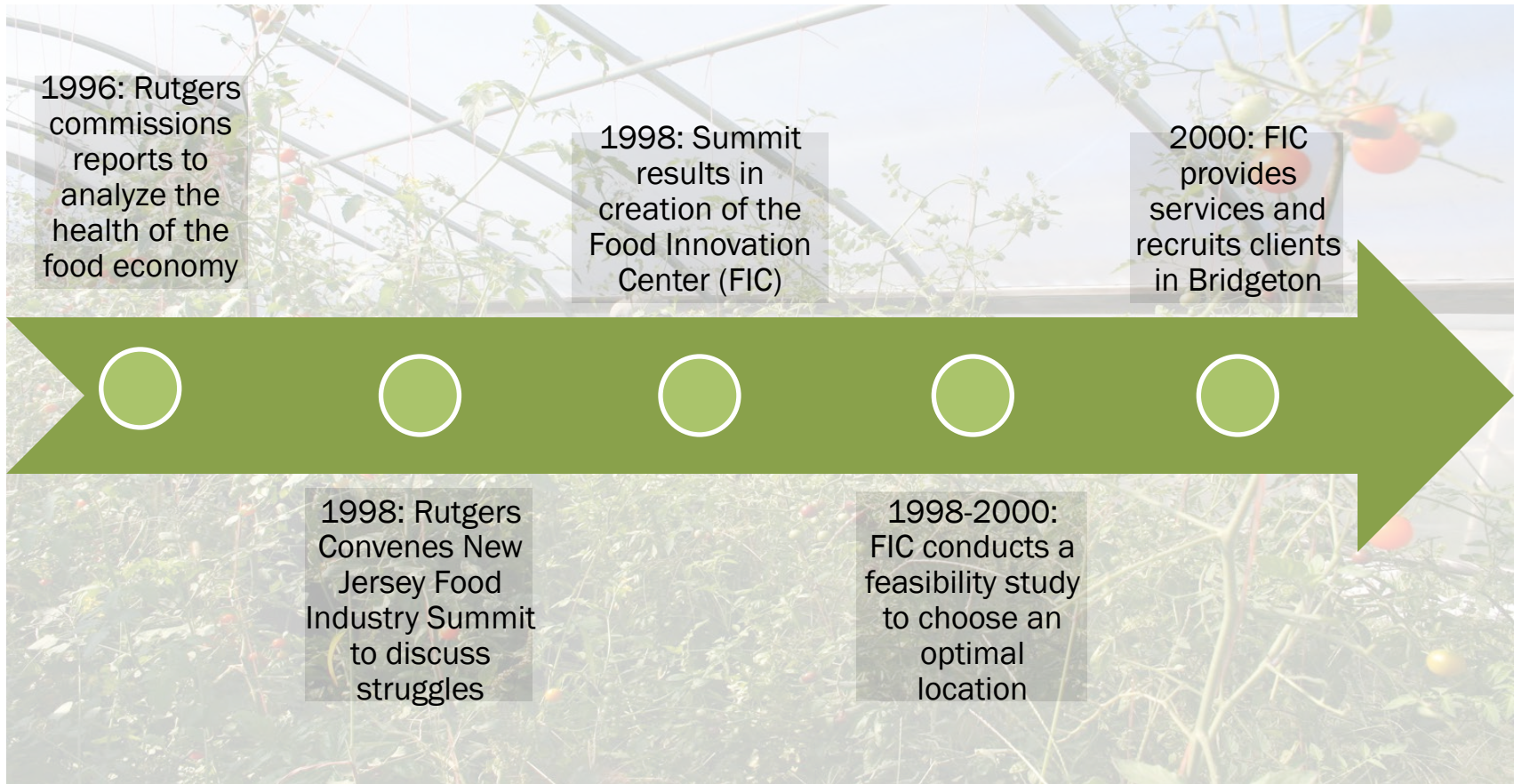
SOUTH JERSEY FOOD HISTORY

- Agriculture and food manufacturing



- Deindustrialization and food manufacturing decline

RUTGERS RESPONDS

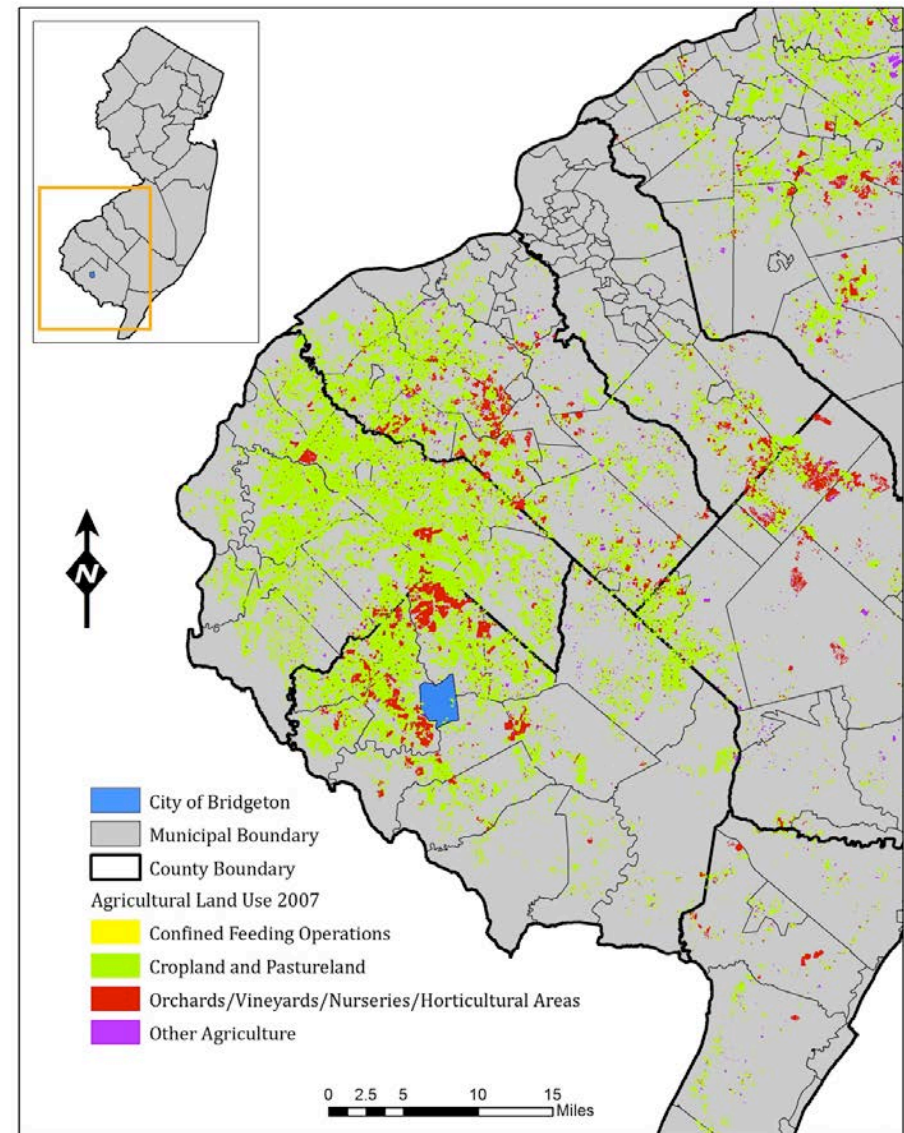


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PLANNING A FOOD INCUBATOR

- 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



OVERALL FACILITY PLAN

- DRY AND COLD STORAGE
- PROCESSING AND TRAINING AREA
- EDUCATION AND RESEARCH
- COMMON AREAS
- ADMINISTRATION

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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



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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