

FUTURE FOOD21

FOOD
AGRICULTURE
RESEARCH
MANUFACTURING

A FOOD PROCESSING INCUBATOR AND MANUFACTURING FUTURE FOOD PROJECT



The FARM will include 8,000 square feet of flexible manufacturing space for commercial grade fruit and vegetable processing. It will comply with all US Department of Agriculture and Food and Drug Administration requirements. Linkage with a major agriculture and food processing related university and educational affiliates will ensure the facility will contribute to research, education, and economic development of the West Michigan Region.

Among the proposed facility's features are loading docks, refrigeration/freezers, energy efficient, waste and water handling, and MSU mobile processing unit hook up pads. Expected tenants will furnish their specific processing equipment. They will rotate as they grow and move to their own facility.



@WestMichFoodProcessingAssn



**WEST MICHIGAN
FOOD PROCESSING
ASSOCIATION**

Holistic • Supportive • Catalyst for Growth

- Cottage food opportunities
- Small volume - test on family and friends
- Basic research about potential competition
- ServSafe training
- Seek expert assistance-Michigan State University Product Center

ENTREPRENEURIAL STAGE YEAR 1



- Kitchen 242 entrepreneurial commercial kitchen
- Focus on food safety preparation and handling
- Test larger market-determine product competitiveness
- Increase volume and distribution
- Increase efficiencies and standard operating procedures
- Seek expertise-Kitchen 242 staff, MSU Product Center resources, MDARD, Muskegon County Health Department

COMMERCIAL KITCHEN YEAR 1 OR 2



- FARM-Food grade industrial space with individual suites
- Focus on food safety preparation and handling
- Test larger market-determine product competitiveness
- Commercial production-Increase volume and distribution
- Seek expertise-FARM staff, MSU Product Center resources
- Goal to move to own manufacturing location (e.g. Muskegon based industrial space)

INCUBATOR FACILITY YEAR 2 OR 3

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As a hub for learning, capacity building, and new products the FARM is an additional feature to the Region's support for food processing entrepreneurial development starting with Michigan State University's Product Center that offers advice to early stage food processors who often start in their "home kitchen." From there, those who believe they have a product to enter into commercial production can move to a commercial kitchen such as Kitchen 242 in Muskegon. If it's determined the product can successfully enter the market, then the FARM is set up to be an interim production facility and product development incubator before the growing entrepreneur invests in their own manufacturing location.



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