

# FUTURE FOOD21

FOOD  
AGRICULTURE  
RESEARCH  
MANUFACTURING

## A FOOD PROCESSING INCUBATOR AND MANUFACTURING FUTURE FOOD PROJECT



The FARM will include 12,000 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 potential 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.



- 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

The FARM will be an important asset to the growth and success of Michigan's food processing industry with synergistic ties to the Food Processing Innovation Center (FPIC) at Michigan State University near Okemos and the Long Lake Culinary Center (LLCC) located just outside of Traverse City. All three facilities serve different clientele and will not compete, but will provide a basis for Michigan becoming a top tier food processing location in the global market.

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.

