MICHIGAN STATE UNIVERSITY | Product Center Food • Ag • Bio

Goal: Accelerating innovation and growth for Michigan business, industry and entrepreneurs in food, agriculture, and bio-manufacturing.

Mission: The Product Center stimulates and develops business innovation and economic growth through business counseling, in-depth market analysis and technical assistance for new entrepreneurs and existing businesses. The use of best practices, knowledge and experience along with collaboration from internal MSU and external partners supports clients in the creation of successful ventures.

Vision: The Product Center will be THE GO-TO PLACE for assistance with venture development, growth strategies, and market assessments in the food, agriculture, natural resource and bio-manufacturing sectors of Michigan.

History: ***The MSU Product Center Food-Ag-Bio (Product Center)*** was created in 2003 by a memorandum of understanding among the MSU College of Agriculture and Natural Resources (CANR), Michigan State University Extension (MSUE), and MSU AgBioResearch. The Product Center is a unit of the Department of Agricultural, Food, and Resource Economics.

Primary Programs: Two interrelated programs assist entrepreneurs and existing businesses:

1) **Venture Development** for new entrepreneurs or early stage businesses; primary funding from Project GREEEN.
2) **Accelerated Growth Services (AGS)** for established businesses wanting to move to the next level of market performance; primary funding from MSUE.

Summary of Counseling and Technical Services Provided:

SERVICES PROVIDED	SINCE 2004	IN 2014
One-on-one client counseling sessions	***39,944 sessions***	***6,811 sessions***
Assistance with business concept development	***3,592 clients***	***593 clients***
Venture start-ups (based on a commencement and continuation of planning for a new business or an expansion for an existing business)	***1,815 clients***	***232 clients***
Specialized services (including product testing, market analysis, and feasibility studies)	***1,951 clients***	***309 clients***
Venture launches (commencement of economic activity for new or existing businesses through new sales, investment, or employment)	***455 ventures***	***59 ventures***

- The Product Center's assistance in launching ***455 known new businesses and business expansions*** has had the following estimated economic impacts:
  - ***Increased annual sales: $328.2 million (cumulative first year sales only)***
  - ***Value of increased investment: $330.9 million***
  - ***Jobs created: 1,273; Jobs retained: 676***

Service Provider Network
Product Center clients receive all types of support services for developing their ventures. Services are delivered by an extensive network of providers:

- Product Center campus staff
- The Innovation Counselor Network located throughout the state and in cooperation with MSU Extension
- MSU faculty and specialists
- Michigan Small Business Technology and Development Centers (SBTDC), Michigan Department of Agriculture and Rural Development (MDARD), Michigan Farm Bureau (MFB), Michigan Food and Farming Systems (MIFFS), GreenStone Farm Credit, the Michigan Economic Development Corporation (MEDC), the Starting Block, and an array of high quality private consultants and specialized service providers

Fees for Service
Introductory services are provided at no or minimal fees. Fees for other tiers of service are matched to the complexity and extent of services provided. Research analysts are also available for fee to prepare specialized industry studies for public and private organizations.

Related Programs

- ***Michigan MarketMaker -*** This interactive website is designed to connect food producers, processors, distributors, buyers, retailers and consumers. The on-line demographic and business information is provided on maps so that markets can be visually located. The site allows both buyers and sellers of food products to find each other. Website: http://mi.foodmarketmaker.com
- ***USDA Rural Cooperative Development Center*** - As a recipient of a series of USDA Rural Cooperative Development Grants, the Product Center facilitates the formation of new cooperatives and supports the expansion of existing cooperatives.
- ***Making It In Michigan Conference -*** THE premier specialty foods show in Michigan is held annually in the fall of each year. Specialty food businesses and their products are on display at the Marketplace Trade Show while excellent educational programs are provided to nurture progress for food businesses and entrepreneurs.
- ***Economic Impact and Market Potential of Michigan's Food-Ag-Bio System -*** Periodic reports highlight research on the status and potential of Michigan's agriculture, food, and bio-manufacturing industries. The reports are located on the Product Center website.

CONTACT INFORMATION: MSU Product Center, (517) 432-8750; www.productcenter.msu.edu

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