

# Media Advisory

Office of Macomb County Executive  
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## *For Immediate Release*

Media Contact: Hannah Stevens 586-469-6087 Date: September 16, 2011

### **Bringing food ideas to market**

MOUNT CLEMENS, Mich. –New entrepreneurs or established food companies thinking about creating and launching that next new food product or idea can help bring that concept to fruition by attending the fourth annual Making it in Michigan Conference. Hosted by the Michigan State University (MSU) Product Center, the conference is designed to connect budding entrepreneurs and established food businesses with the resources of the Center.

“This event was designed to help people who have an idea or recipe in their head and are thinking about creating a business opportunity, but have no idea what to do or where to start in making their dream a reality,” states Matthew Birbeck, MSU Product Center’s marketing and supply chain specialist.

Along with educational sessions, the conference features a keynote address from David Browne, a nationally renowned expert on the consumer packaged foods industry. Conference attendees will also have the opportunity to network with over 150 vendors of Michigan specialty food products. Industry experts will offer insights on some common hurdles often encountered by food companies, among them food safety, production, marketing and supply chain issues.

This year’s featured partner, Varnum Law, will be offering legal advice and business help. MSU Product Center innovation counselors and staff members, business consultants, regulatory officials and food and farming groups will also be available to provide in-depth information and counseling.

The Making it in Michigan Conference will be held Wednesday, October 19 from 8:30 a.m. to 4:30 p.m. at the Lansing Center in downtown Lansing. The \$70 per person conference registration fee includes breakfast, lunch, and educational sessions, digital copies of all presentations and reference materials and admission to the Marketplace trade show.

Featuring over 150 new and existing businesses, the trade show will showcase food products to the Michigan Grocers Association as well as to buyers and conference attendees. These products will be available for tasting and purchase.

More information and conference registration materials are available at [www.makingitinmichigan.msu.edu](http://www.makingitinmichigan.msu.edu). Those interested in attending can also call Hannah Stevens, Macomb County MSU Extension, 586-469-6440 or email to [stevensh@anr.msu.edu](mailto:stevensh@anr.msu.edu).

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About the MSU Product Center

Founded in 2003, the MSU Product Center helps Michigan entrepreneurs develop and commercialize high-value, consumer-responsive products and businesses in the agriculture, natural resources and bioeconomy sectors. The Center's statewide network of innovation counselors provide business counseling support to Michigan residents interested in starting or expanding a business or product line.

The Product Center's assistance in launching 174 known new businesses and business expansions has had the following estimated economic impacts:

- Increased annual sales: \$309.7 million (cumulative first year sales only)
- Value of increased investment: \$228.9 million
- Jobs created: 750
- Jobs retained: 364

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