MSU Extension at the Downtown Market

MSU Product Center Innovation Counselors

**Areas of Focus:** food product development for retail markets, business plan development, packaging and labeling assistance, food safety plan development.

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Upcoming Events

**“Cottage to Commercial” Workshops**

Basic food processing, licensing, business planning for food businesses.

Dates and Places:

- 9/26 Lansing – Allen Street Market
- 10/1 Muskegon – Training Center
- 10/16 Mason – Hilliard Bldg
- 11/11 Grand Rapids – Kent MSUE

**“Making It In Michigan”**

- 11/12 Conference and specialty food show at the Lansing Center to connect processors with retail buyers

Programs and Clients

- **Wholesale Distribution Series At the Market:** Served as a presenter at the First Steps to Wholesale seminar; recruited regional distributors to present at the Growing Wholesale Sales Through Large Scale Food Distribution

- **Seminar at the Market:** Starting A Successful Cottage Food Business in Michigan

- **Vendors and Incubator Clients at the Market:**
  - Sweetie-Licious Bake Shoppe
  - Love’s Ice Cream
  - Thornburg & Co.
  - Simpatico Coffee
  - Malamaiah Juice Bar
  - BLOOMferments
  - Southern Smoke

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