



Overview of the UGA FOODPIC CENTER Food Product Innovation & Commercialization Center*

Griffin, GA

Kirk Kealey

September, 15, 2015

***Proud co-sponsor of the Hot Topics on Peanuts**

Agenda

- What is FoodPIC ?
- Mission & Vision of FoodPIC
- Critical Success Factors
- Outreach Opportunities
- Initial Metrics
- Finding Clients
- Legacy with Peanuts



Food PIC Mission

- Provides the vital infrastructure required for a new food business “incubator”:
 - human capital
 - technical leadership
 - physical facilities
 - state of the art equipment



FoodPIC Team - Human Capital & Technical Leadership



FoodPIC Team - Human Capital & Technical Leadership



Physical Facilities



Latest Schedule

Site Preparation – Sept. 2015
Concrete Pad – Oct. 2015
Steel & Frame – Nov. 2015
Open for Business – late 2016



State of the Art Equipment



Food PIC Vision

- Develop and drive breakthrough innovations
- Create the future of the food industry
- Deliver national and international recognition to UGA
- Impact the public service and economic development of Georgia, the Southeast and beyond.



Critical Success Factors for Food PIC

- Proximity to Atlanta, centrally located in GA
- Access to several large food companies
- Leverage allied industries located in the state of Georgia – packaging, electronics, etc.
- Work closely with successful, loyal UGA Food Science alumni
- Top-notch Board of Advisors: Coca Cola, Kroger, Chick-Fil-A, Birdsong Peanuts, Ga Poultry Federation, Griffin-Spalding Dev. Authority, etc.



Raw Materials for FoodPIC Center

Top 10 Agricultural Products from Georgia

Broilers – \$3.46 billion (2013)

Cotton – \$1.29 billion (2013)

Peanuts – \$1.1 billion (2013)

Chicken Eggs – \$491 million (2011)

Greenhouse/Nursery – \$376.2 million (2013)

Cattle and Calves – \$357.61 million (2011)

Dairy Products – \$317 million (2011)

Pecans – \$265 million (2011)

Corn – \$234.75 million (2011 - livestock feed & ethanol production)

Blueberries – \$93.3 million (2011)



Georgia Centers of Innovation

CENTERS (6):

Aerospace

Agribusiness

Energy Technology

Information Technology

Logistics

Manufacturing



COI AGRIBUSINESS (3 focus areas):

Precision Agriculture Technologies – UAVs (unassisted vehicles)

Emerging/Novel Crops – stevia, canola, garlic & ginger

Food Business Development – help businesses start, grow & succeed

Center of Innovation for Agribusiness

Resources available include:

The GA Farmers Market Guide & Toolkit

Food Safety Guidelines

Food Processing Innovation & Commercialization Program

Nutrition Labeling

EFS Product Classification Form

UGA Nutrition Facts Panel Ordering

UGA Process Approval for Acid or Acidified Food Products

Cottage Food Guidelines

Co-Packers in GA

GA Dept. of Economic Development

GA Grown



Georgia Industry Cluster – Food Processing

Top Food Processing Companies in GA (38 of 100):

Coca Cola



Kellogg's



King Hawaiian



Hostess



General Mills/Pillsbury



Mars, Inc.



Tyson Foods



Frito Lays/PepsiCo



FoodPIC Outreach – New Effort

STARTING A NEW FOOD BUSINESS – GRIFFIN, GEORGIA



**Tuesday
and
Wednesday,
October 6-7,
2015**

**Melton Building
on the UGA Campus at
GRIFFIN, GEORGIA**



Presented by



**THE UNIVERSITY OF GEORGIA
COOPERATIVE EXTENSION**
Colleges of Agricultural and Environmental Sciences & Family and Consumer Sciences

**Food Science Extension Outreach (Athens)
& the Food Product Innovation and
Commercialization Center (FoodPIC)**

**The Georgia Department of Agriculture
Food Safety Division**

and

The U.S. Food & Drug Administration

**Next UGA Workshop:
Oct. 6 & 7, 2015 in Griffin, GA**

Starting A New Food Business in Georgia

WORKSHOP AGENDA



DAY 1

Session I - GETTING STARTED WITH YOUR NEW FOOD BUSINESS

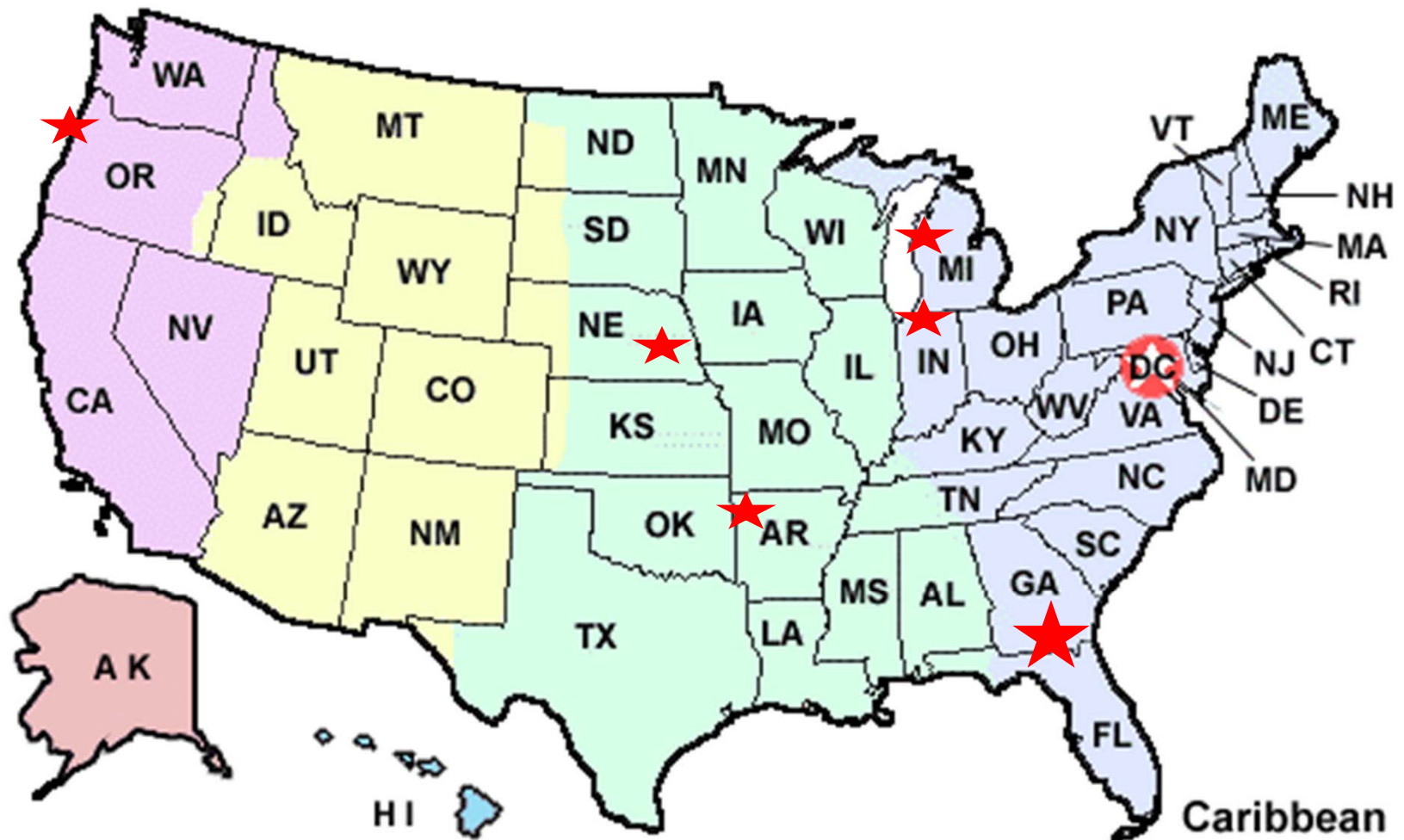
Session II - REGULATIONS & FOOD SAFETY GUIDELINES

DAY 2

Session III - MARKET ANALYSIS, BUSINESS PLANNING & PRODUCTION

Session IV - PRODUCT SHOWCASE & LAB TESTING

Other FoodPIC Centers in the USA



Other FoodPICS in USA

Survey of US Food Product Innovation Centers									
Name	Date Est.	Prof. Staff	Prod. Dev.	Nut. Labels	New Business Workshop	Specialty/ Facilities	Pilot Plant	Comm'l Kitchen	Other Comments
Purdue New Ventures in Food & Ag	2002	30	no	no	Starting a Specialty Food Business in IN., 1 day, \$100	Aseptic processing, Sensory	yes	no	Ag. Econ. Leadership, Fear liability of process validation, Sensory driven, Aseptic workshops
U Nebraska - Lincoln (FPC)	1983	13	yes	yes	Recipe to Reality™, free; Product to Profit™ - fee	Food Extrusion, Publish equip. list, Anal. Chem., Sensory	yes	no	Not on USDA list of Ag COI, Tiered pricing for services
Michigan State FPIC	2003	13	yes	yes	Making It in MI, 1 day, \$99	Packaging, Sensory, New Bldg in 2016	yes	yes	USDA/FDA Certified, uses scorecards, 59 new ventures in 2014
Oregon State FIC		11	yes	yes	Get Your Recipe to Market, 1 day, \$110	RFID, Packaging, Sensory	yes	yes	Advancing Northwest Foods, SBDC, Market research, Shelf Life, On Twitter
U Arkansas FIC	2013	4	yes	yes	Plan. Produce. Profit, 1 day \$20	Publish equip. list, Anal. Chem.	yes	yes	Service center - shelf life, only public, licensed & inspected facility in state
UGA - Griffin FOODPIC	2007	8	yes	yes	Starting a New Food Business in GA, 1.5 day, \$149	Food Safety, Sensory, New Bldg in 2016	yes	no	Have shelf life, need: speciality?, packaging expertise, inspected & licensed comm'l kitchen, equip. list, on Twitter

FoodPIC – A Look Back in Time

Overview of FoodPIC Projects since 2007					
Year	No. of Projects	Food/Beverage	No. in GA	Key Commodity	Type of Projects
2007	17	15/2	9	4	S/L (2), PD (8), Pkg (1), M (1), O (5)
2008	11	10/1	6	2	PF(1), M (1), O (9)
2009	12	12/0	8	2	O (12)
2010	12	12/0	6	0	O(12)
2011	3	3/0	3	1	O (3)
2012	16	15/1	12	2	S/L (1), PD (4), PF(1), O (10)
2013	18	16/2	18	2	S/L (2), PD (3), O (13)
2014	13	11/2	12	3	M (1), PF (1), O (11)
AVG	13	12/1	9	2	PD (2), O (9)
2015 to date	30	22/8	23	5	PD (14), S/L (7), O (6), M (3)

Abbreviations

S/L - shelf life studies
PD - Product Development
Pkg - Packaging
PF - Pet Food
M - Meat
O - Other

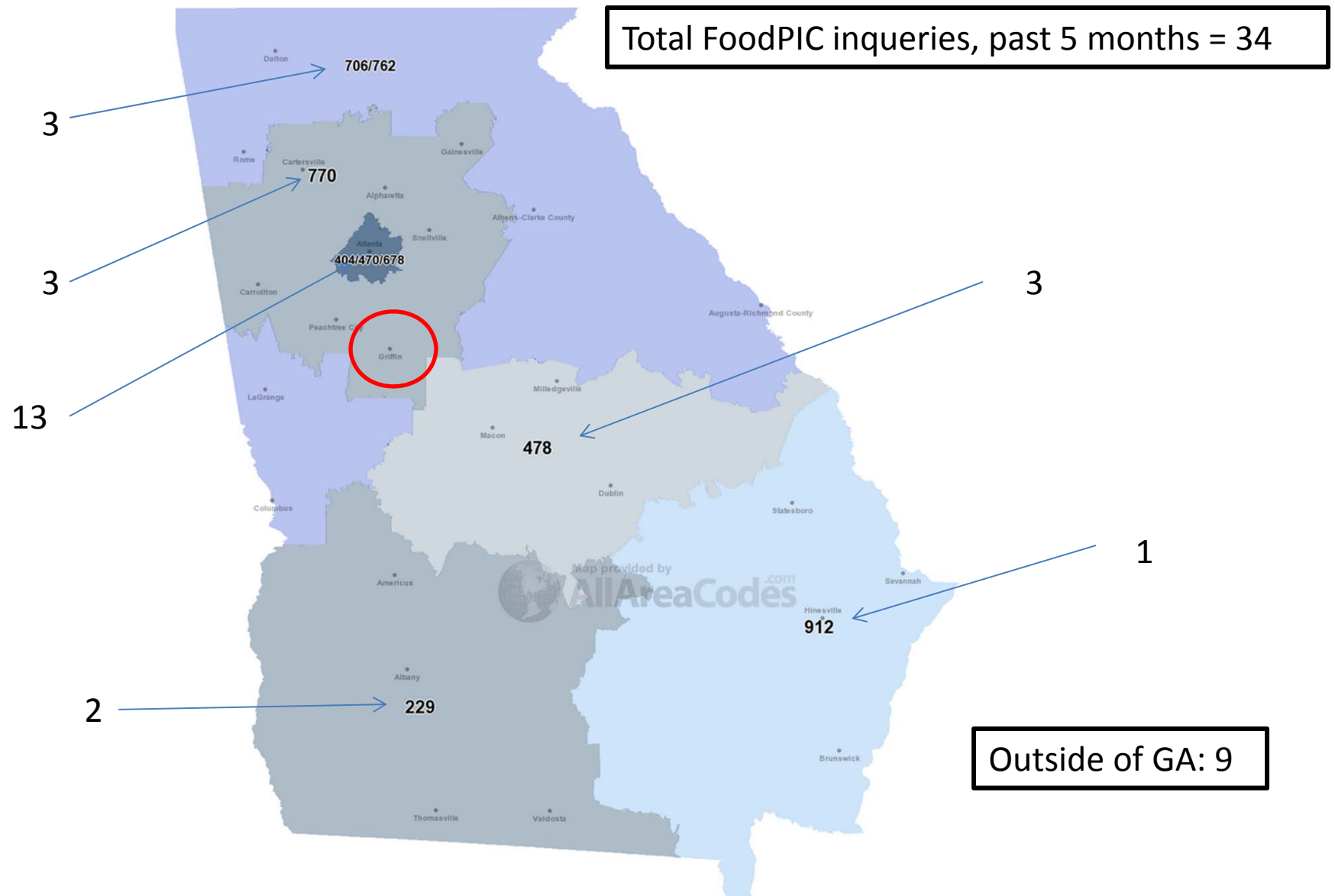
Key Commodities	Project Type, 2007-2014
Blueberries (4)	PD (15)
Peanuts (5)	S/L (5)
Pecans (5)	PF (3)
Peaches (2)	Meat (3)
Olives (1)	Packaging (1)

Key Commodities 2015	Project Type 2015
Blueberries (1)	PD (14)
Peanuts (2)	S/L (7)
Pecans (1)	PF (0)
Peaches (0)	Meat (3)
Olives (1)	Packaging (0)

FoodPIC Scorecard – First 5 mo, 2015

FoodPIC - 5 month Summary: April-August, 2015											
FoodPIC Projects						FoodPIC Outreach Activities					
Number of:	April	May	June	July	Aug.	Number of:	April	May	June	July	Aug
Inquiries	6	4	6	6	8	Events	5	7	8	10	8
Proposals	2	2	4	4	5	Attendees	310	55	170	247	140
Signed Proposals	0	1	1	2	3						
Completed Projects	0	1	2	2	1						
5 months, 2015	Totals					5 months, 2015	Totals				
Inquiries	30					Events	38				
Proposals	17					Attendees	922				
Signed Proposals	7										
Completed Projects	6										

FoodPIC Activity in GA – by area code



Recent FoodPIC Activities

New External Client Requests

Fruit Bars
Honey
Cookies
Soft Cheeses
Chocolate
Shelf life studies – new resins
Coffee
Foods from Ghana, Jamaica
Hot Sauces
Dry Mixes
Peanut Snacks
Insect Powders

New Internal Developments

Peach Nectar
Kombucha Tea
Blueberry Prototypes
GA Grown Granola Bars (peanuts)
Peanut Sauces



Client Search – Expand Venues

Within Georgia:

- 2015 GA Peanut Tour
- SunBelt Exposition
- Taste of Georgia
- Georgia State Fair



Outside of Georgia:

- Institute of Food Technologists Annual Meeting

UGA FoodPIC – Recent Peanut Visitors



UGA Faculty – Peanut Research

Adang, Michael	ENTOMOLOGY
Brenneman, Timothy	PLANT PATHOLOGY RSCH COASTAL
Culbreath, Albert	PLANT PATHOLOGY RSCH COASTAL
Grey, Timothy	CROP & SOIL SCIENCES COASTAL
Harris, GLENDON	CROP AND SOIL SCIENCES-CES
Hawkins, Gary	CROP AND SOIL SCIENCES-CES
Hung, Yen-con	FOOD SCI & TECHNOLOGY-GEORGIA
Ji, Pingsheng	PLANT PATHOLOGY RSCH COASTAL
Kemerait, ROBERT	PLANT PATHOLOGY-CES
Kong, Fanbin	FOOD SCIENCE & TECHNOLOGY
Kvien, Craig	CROP & SOIL SCIENCES COASTAL
Leclerc, Monique	CROP & SOIL SCIENCES GEORGIA
MONFORT, Walter	CROP AND SOIL SCIENCES-CES
Ozias-akins, Peggy	HORTICULTURE RESEARCH COASTAL

Paterson, ANDREW	CROP & SOIL SCIENCES COLLEGE
Patino-douce, Marta	GEOLOGY
Pegg, Ronald	FOOD SCIENCE & TECHNOLOGY
Perry, Calvin	STRIPLING IRRG RSCH PK-COASTAL
Porter, Wesley	CROP AND SOIL SCIENCES-CES
Prostko, Eric	CROP AND SOIL SCIENCES-CES
Riley, David	ENTOMOLOGY RESEARCH COASTAL
Smith, Amanda	AG & APPLIED ECONOMICS-CES
Smith, NATHANIEL	AG & APPLIED ECONOMICS-CES
Srinivasan, Rajagopalbab	ENTOMOLOGY RESEARCH COASTAL
TOEWS, Michael	ENTOMOLOGY RESEARCH COASTAL
Tubbs, RONALD	CROP & SOIL SCIENCES COASTAL
Vellidis, George	CROP & SOIL SCIENCES COASTAL

27 UGA Faculty have peanut expertise!

UGA FoodPIC – Protein Emphasis?

Peanut & Protein Concepts with an Asian Flair

Peanut Sauce



Peanut Tofu



Peanut Tempeh



Importance of Peanuts & Peanut Quality is why we are here!

