



Center for Innovative Food Technology

Ohio | Manufacturing
Extension Partnership

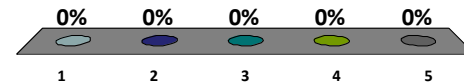
Ohio | Development
Services Agency

PART OF THE  MEP
National
Network™



How many people in Ohio are employed by the food/ag industry?

1. 5,000
2. 17,000
3. 33,000
4. 46,000
5. 60,000



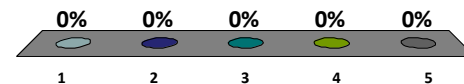
Answer: 5) 60,000

These employees help contribute more than \$107 billion to the state's economy!

(Source: JobsOhio)

How many food/ag companies are there in Ohio?

- 1. 150
- 2. 300
- 3. 700
- 4. 1,200
- 5. 1,900



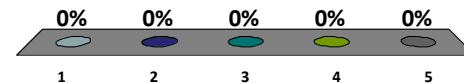
Answer: 4) 1,200

These companies contribute nearly \$15 billion in GSP to Ohio's economy!

(Source: JobsOhio)

Ohio is ranked #1 in the nation in what?

1. Egg production
2. Tomato processing
3. Swiss cheese
4. Sweet corn
5. Winter wheat



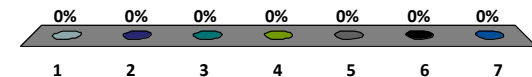
Answer: 3) Swiss cheese

Ohio ranks #2 in the nation in egg production, and #3 in tomato processing!

(Source: JobsOhio)

What is America's top selling cereal brand?

1. Cheerios
2. Cinnamon Toast Crunch
3. Honey Nut Cheerios
4. Raisin Bran
5. Lucky Charms
6. Frosted Flakes
7. Honey Bunches of Oats



Answer: 3) Honey Nut Cheerios

Frosted Flakes is #2, Honey Bunches of Oats is #3, Cheerios is #4, and Cinnamon Toast Crunch is #5.

(Source: IRI)

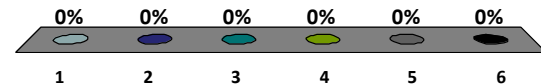
The iconic red-and-white color combination from Campbell's Soup cans were inspired from what?

1. A football game
2. American flag
3. Peppermint candies
4. Strawberries and cream
5. Carnations
6. Coca-Cola logo

Answer: 1) A football game

A company executive attended the Cornell-Penn football game in 1898, and was so taken with Cornell's new red-and-white uniforms that he convinces the company to use the colors on soup labels.

(Source: Campbell's Soup Company)





**HOW DO LOCAL FOODS
BECOME A SIGNATURE TO THIS REGION?**



CIFT Mission Statement

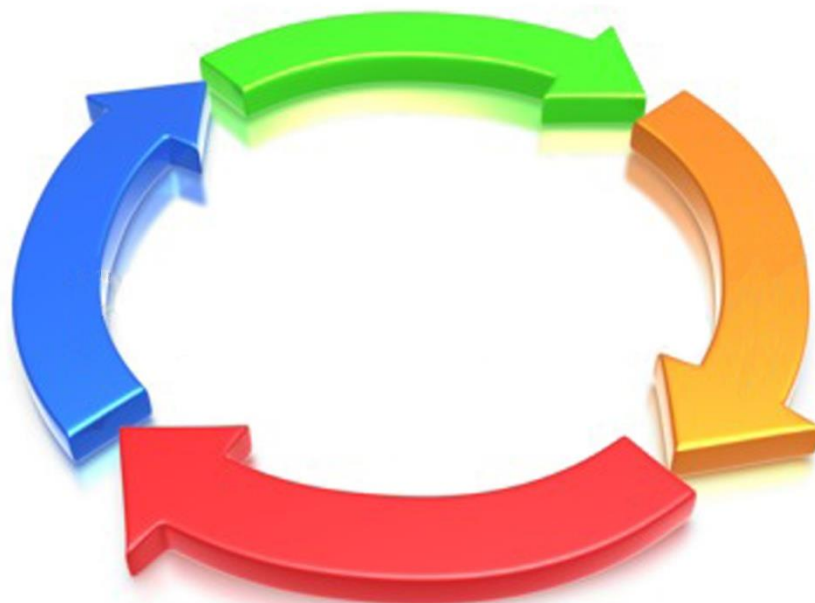
- CIFT is a developer and provider of technical innovations and solutions for the food processing, agribusiness and agricultural sectors of the economy in our region, our state and beyond.
- Enhance the economic performance of the food processing and agricultural sectors.



Program Components

Agribusiness and Local Food Systems

Technology
Program



Consulting
Services

Small Business Program



Technology Program



- **CIFT Projects Support Technologies that:**
 - Enhance Food Quality
 - Improve Food Safety
 - Decrease Production Costs
- **Topic Areas Include:**
 - Energy Improvement
 - Waste Reduction
 - Productivity Improvement
 - New Product Development
 - Process Improvement

Agribusiness & Local Food Systems

Yearlong Crop Production

- Season extension of local production through Hoop House
- No heat applied; uses minimal energy
- \$5-7 sq. ft. revenue potential



Agribusiness & Local Food Systems



- Passive solar heat
- Increased production potential
- Maximize profits by accelerated time to market



Agribusiness & Local Food Systems



Vertical
Hydroponic
Gardens



Agribusiness & Local Food Systems

Vertical Hydroponic Gardens

- Designed for sites without quality soil or space
- Can be constructed on patios or pavement
- Varies in size from 64 plants to 2,100+
- Minimal labor is associated
- Crop yields are rapid due to timed hydroponic feeding



Agribusiness & Local Food Systems

Dehydration Project for Specialty Crops

- Goals include:
- Increase market opportunity with outlets
- Inform growers of alternative processing
- Comparative analysis on crops
- Ingredients for manufacturers



Agribusiness & Local Food Systems



Berry Trellis System

- CIFT constructed a Trellis Growing System, which protects and promotes healthy, high-yielding berries.
- System is testing different soils, and viability of growing in the winter.



Agribusiness & Local Food Systems

Hops Project

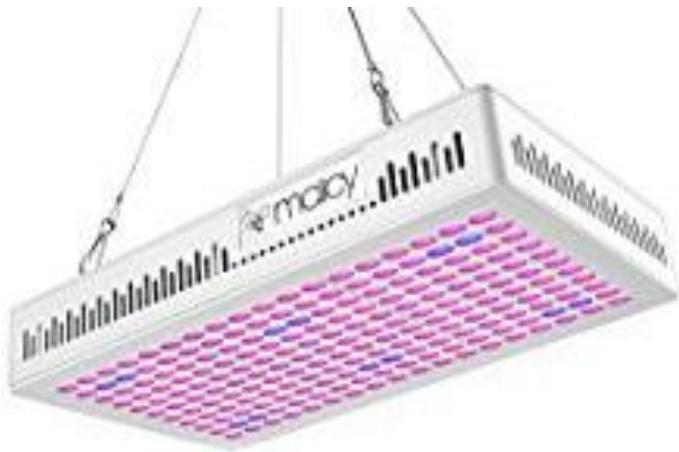
- CIFT constructed a hops field to compare soils in northwest Ohio, with that of typical sites in southern U.S.
- Thirty poles hold up to 240 plants.
- Research and data, to include different varieties and change in climate, will be used to determine viability for growers across Ohio.



Agribusiness & Local Food Systems



Black Currant Project



“Pinkhouse” Technology



Agribusiness & Local Food Systems



Blanching/freezing

- Established to help northwest Ohio growers expand markets.
- Especially helpful for 1) those with excess product at end of season, 2) wishing to grow more product for new clients, and 3) interested in expanding current crop selection.



Agribusiness & Local Food Systems



Blanching/freezing

- Temperature as low as 50 below zero is achieved within minutes through cryogenic freezer.
- Enables product nutrients to be captured immediately; retaining flavor and freshness.



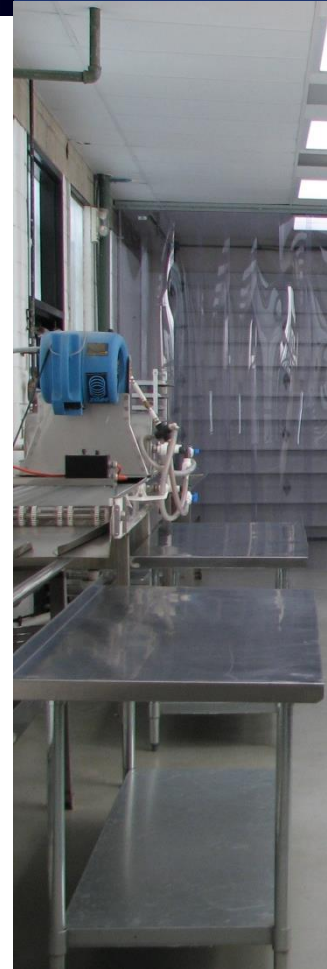


Small Business Program



Northwest Ohio Cooperative Kitchen (NOCK)

- Located in Bowling Green, Ohio
- Mission: To encourage sustainable economic development and the advancement of microenterprises using regionally grown and manufactured food products by providing a shared, innovative food production and educational resource facility in northwest Ohio.



Small Business Program

Northwest Ohio Cooperative Kitchen (NOCK)

- Services include:
 - Assistance for food business related entrepreneurs
 - Appropriate resources, industry contacts and networking opportunities
 - Small business development services (nominal fee may apply)
 - Informational workshops such as food safety, business planning, marketing, product pricing, and entering retail outlets.

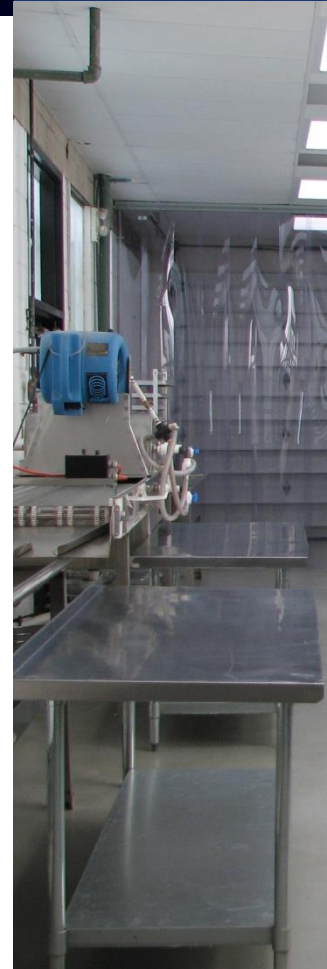


Small Business Program



Northwest Ohio Cooperative Kitchen (NOCK)

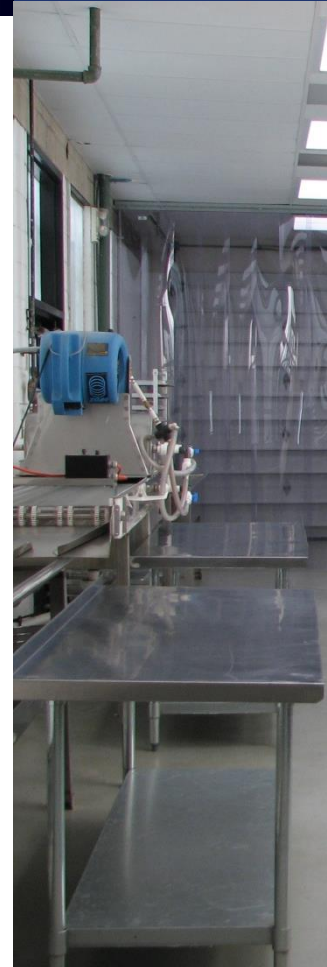
- Product information includes:
 - Recipe modifications for increased batch production
 - Outlets for packaging materials
 - Linking small businesses with food science experts
 - Regulatory information on pH, shelf-life testing, nutritional analysis, and product labeling are also available.



Small Business Program

Northwest Ohio Cooperative Kitchen (NOCK)

- Facility specifications include a baking and canning license approved by Wood County Health Department, ODA and FDA.
- Most foods produced at NOCK can be marketed/sold locally, regionally and nationally.
- At this time the facility cannot accommodate meat or alcohol products.
- All ingredients must be fit for human consumption.



Small Business Program

A sample of businesses currently producing food products at the NOCK:



**ANGRY
IRISHMAN**



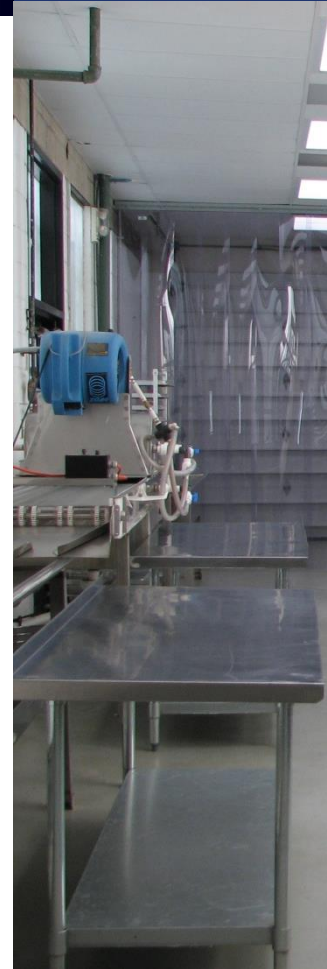
Success Story – Magic Wok



Sutas Pipatjarasgit
Founder
Magic Wok



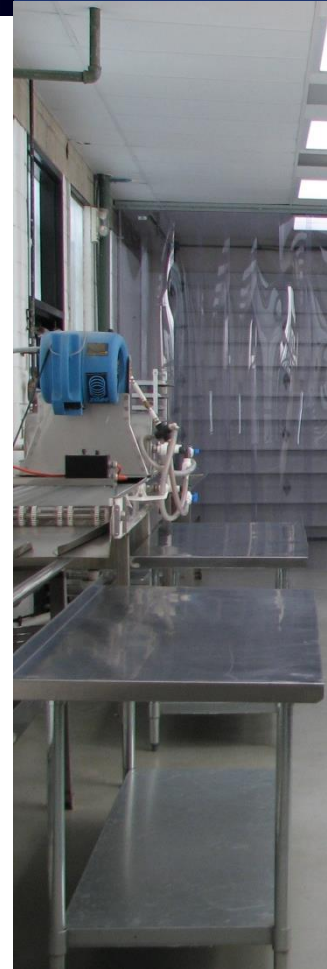
- With nine locations and growing popularity, **Magic Wok** needed a facility to accommodate demand for sauces used on their menu.
- Started using NOCK in 2014.
- *More than \$800,000 in increased/retained sales.*
- *More than \$280,000 in savings.*
- *Added \$10,000 investment in new products and processes.*
- *Retained six jobs.*



Success Story – Traditions Sauces



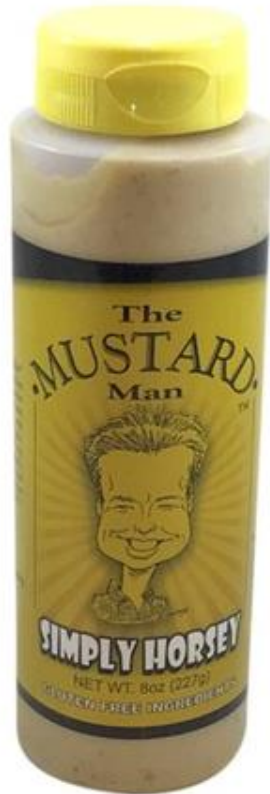
- Don Hill Jr. started producing at the NOCK after he longed to begin selling his grandmother's cherished recipe.
- Created **Traditions Sauces** which manufactures Brickyard Sloppy Joe Sauce.
- Received CIFT Excellence Award in 2017.
- *Savings of more than \$585,000 through utilizing NOCK.*
- *Added food truck and four part-time jobs.*



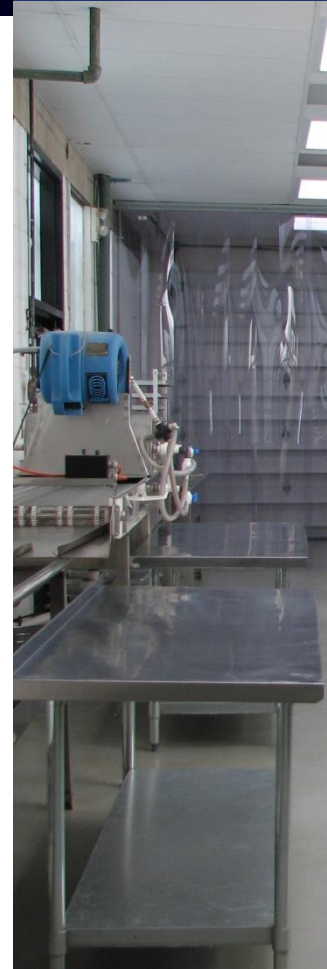
Success Story – The Mustard Man



Tim Campbell
Founder
The Mustard Man



- Attended CIFT seminar in 2012, and since has turned family recipe shared at holidays, into three products stocked at dozens of stores across Ohio and Illinois.
- Received Akron/Canton Affiliate of Sales & Marketing Executives International Distinguished Sales and Marketing Executive Award.
- *Savings of more than \$50,000 in labor, materials, energy and overhead.*





Small Business Program



Food Product Contest

- Contests held in northwest, northeast, southwest, central Ohio, and statewide.
- Following a review of written applications and presentations by food entrepreneurs and chefs to a panel of judges, the highest scoring concepts were selected based on:
 - Viability of the product
 - Commercialization potential
 - Business strategy
 - Overall appeal to the marketplace





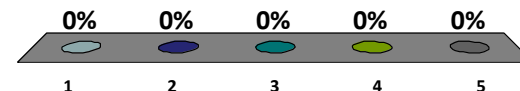
Food Credentials

- Two industry recognized credentials through ODE:
 - **CIFT Food Industry Associate**
 - **CIFT Food Industry Specialist**
- CIFT can verify HS student expertise in ag, food and natural resources, bioscience, food science and safety, bioresearch, and food marketing and research.
- Proactively encouraging companies to seek candidates with credentials.
- Hosting two-day teacher workshop in June.



According to the American Pie Council, what flavor of pie was deemed our nation's favorite?

1. Banana cream
2. Pecan
3. Cherry
4. Apple
5. Pumpkin

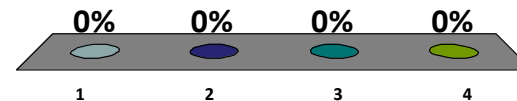


Answer: 4) Apple

Apple was preferred by 19%, followed by pumpkin (13%), pecan (12%), banana cream (10%) and cherry (9%).

What was the most purchased fresh vegetable last year?

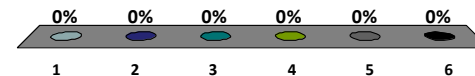
1. Potatoes
2. Tomatoes
3. Onions
4. Carrots



Answer: 1) Potatoes (Source: Sloan Trends Inc.)

What food item was used to woo voters in past presidential elections, including by a noteworthy past president?

1. Licorice
2. Jelly beans
3. Honey
4. Figs
5. Rock Candy
6. Liquor

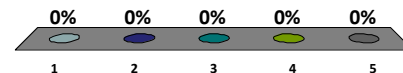


Answer: 6) Liquor

George Washington spent his campaign budget (50 pounds) on 160 gallons of liquor to serve 391 voters. Serving liquor was a typical voting custom at the time. (Source: blog.constitutioncenter.org)

Hershey Kisses were introduced in 1907 – each wrapped by hand. How many years was this done before a machine was used?

1. 2 years
2. 14 years
3. 35 years
4. 50 years
5. 88 years



Answer: 2) 14 years

Today's Kisses still use the original milk chocolate formula from 1907!

(Source: The Hershey Company)



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