Food Innovations Program

Mission

To stimulate and support sustainable economic growth of the food and agricultural industry by:

• Providing businesses with innovative research and customized practical solutions
Food Innovations Program

Mission

To stimulate and support sustainable economic growth of the food and agricultural industry by:

• Being recognized as a trusted source for information and guidance.

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Virginia Tech • Virginia State University

www.ext.vt.edu
Food Innovations Program
Mission

To stimulate and support sustainable economic growth of the food and agricultural industry by:

• Being a valuable scientific resource while connecting with other resources for effective business incubation
Economic Development Strategy

- Attract New Business by Fostering Entrepreneurial Environment
- Assist in Existing Business Expansion Needs
- Partner with Existing Manufacturers and Distributors
- Assist Small Business Start-up
- Assist in Small Business Acceleration

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Looking for New Innovative Solutions

Require Process Validation

Looking for Shelf-life or Packaging Assistance

Have Training Needs

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I would love to open up my own restaurant.

The sauce on the chicken was fabulous, Madge! You should go into business!
According to the Specialty Food Association ...

- Total specialty food sales in 2014 topped $109 billion.

- The Specialty Food Market now has 15 segments worth more than $1 billion.

- 48% of manufacturers reported growth of 20% or more in 2014.
A Mintel survey showed that 69% of adult shopper in the U.S. purchased specialty foods in 2014.
## Specialty Food

### Sales by Retail Channel

<table>
<thead>
<tr>
<th>Channel</th>
<th>2014 $ Million</th>
<th>% Share</th>
<th>Change 2012-2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mainstream Stores*</td>
<td>41,989</td>
<td>82.0</td>
<td>18.6</td>
</tr>
<tr>
<td>Specialty Food Stores</td>
<td>5,546</td>
<td>10.8</td>
<td>18.5</td>
</tr>
<tr>
<td>Natural Food Stores</td>
<td>3,697</td>
<td>7.2</td>
<td>27.7</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>51,232</strong></td>
<td><strong>100.0</strong></td>
<td><strong>19.2</strong></td>
</tr>
</tbody>
</table>

* MULO or Multi Outlet, representative of following channels: Total U.S. grocery, mass, total U.S. drug, total Walmart, dollar, military, and club. Does not include private-label sales, random weight (PLU) items, or sales through Trader Joe's or Whole Foods Market.

Source: Mintel/SPINS/IRI
Food Innovations Program

www.fst.vt.edu
www.ext.vt.edu/topics/food-health/food-innovations

- Provide testing of food products for safety and quality
- Provide guidance on reformulation and product design
- Coordinate and provide educational training
- Nutritional Label Calculation Services
Food Innovations Program: Regulatory Assistance

- Update and train on impact of Food Safety Modernization Act
- Inform clients of potential state and federal regulatory issues
- Act as acidified food processing authority providing clients with FDA-compliant scheduled processes
- Provide scientific rationale behind food regulation
Food Innovations Program: Community Viability

– Foster innovative partnerships
– Train and support Extension agents as part of Food Innovations Network
– Provide responsive and cooperative support to network
Food Innovations Program Network

Food Specializing Extension Agents
Networking Extension Agents

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Food Innovations Program Has Assisted:

- Since the opening of the program:
  - Analyzed over 2500 products
  - Assisted over 1000 entrepreneurs

- In 2015:
  - Assisted over 300 processors through network
  - Analyzed 144 products (1/4 needed major reformulation to be safe/stable)
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