

- Matt Birbeck
- MSU Product Center for Agriculture & Natural Resources.
 - Supply Chain Specialist and Project Consultant



PRODUCT
C E N T E R

Business innovation in agriculture, food and natural resources

MSU Product Center

- Full service center helping new and existing businesses.
- Concept definition / Strategic planning.
- Business plans & Market research.
- Practical applications in MSU Extension
- Food Science, Packaging, Advertising, Internal & External Resources.



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Applications

- www.productcenter.msu.edu
- Connect with the center
- Apply for services
- Taken to an on-line application
- Confidentiality agreement sent to your e-mail address.



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mar·ket·ing

- The act or process of buying and selling in a market.
- The commercial functions involved in transferring goods from producer to consumer.



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Story

- The story is as important as the product
- Why ?
- How ?
- Background, Experience ?
- Benefits ?
- Validates the product – Human touch



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Marketing

- Creating a Name
- To attract customers who fit your customer profile
- When customers buy a name, they buy its values and promises



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Marketing

Don't make the mistake of marketing your product or service before you've defined your customer or client. If you do, you're just throwing your marketing money away.



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Marketing

- You are the best marketing tool that you have and best of all your free
- Personality
- Passion
- Pride



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Markets

- Restaurants. Herbs, Tomatoes, Chesses, Zucchini Flowers, Appetizer products.
- Hospitals, Nursing homes. Health products, Gluten Free products.
- Schools, Clubs. Fresh fruit, Snacks,
- Correctional facilities



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Farmers Markets

- This web sites mission is to become a central resource for the consumers, growers and market managers of Michigan Farmers' Markets.
 - www.farmersmarkets.msu.edu
 - MIFFS, C.S.Mott Group



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Select Michigan Program by
MDA
Contact
Christine Lietzau 517/373-9800



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MLUI

- Diane Conners coordinates the Michigan Land Use Institute's Entrepreneurial Agriculture program. Reach her at diane@mlui.org.



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Other Info

- www.localharvest.org
- www.sustainabletable.org
- www.heritagefoodsusa.com
- www.eckertagrmarketing.com
- www.broglin.com
- Market Maker



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Wholefoods

www.wholefoodsmarket.com/products/locallygrown/lplp/programdetails.html

Loan amounts targeted between \$1,000 and \$100,000



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Top Picks 2008

- Goats Chesses
- Hops
- Bakery. Breads, Cookies.
- Hot Dog Sauce
- Pet Products. Food, Bedding.
- CSA (community supported Agriculture)



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