

Information Session For Food Business

Western Mass. Food Processing Center

Franklin County Community Development Corporation



Who We Are

- The mission of the Franklin County CDC is to stimulate a more vital, rural economy, to maximize community control over our future economic destiny, and to expand opportunities for low- and moderate-income residents.
- The Western Mass Food Processing Center's mission is to promote economic development through entrepreneurship, provide opportunities for sustaining local agriculture, and promote best practices for food producers.



FCCDC Programs and Services

- ***Counsel:*** Business Development Activities
 - Individual Counseling
 - Trainings/Workshops
- ***Capital:*** Business Lending
 - Loan packaging (\$5,000-\$200,000)
 - Connections to many other resources
 - Incubator Space
 - FPC, USDA/FDA Food Manufacturing Venture Center – Offices and Light manufacturing space

Western MA Food Processing Center



WMFPC Services

- **Rental Production Space**

- **Copack Solutions**

Copack, or contract manufacturing, services are available through our program. We will work with you to develop commercial production quantities of product under your label.

- **Hybrid Co-pack**

- **Value-Added Farm Products**

Support and training for agricultural producers and growers making value-added products or preserving harvests for retail and wholesale.

WMFPC Services

- Product Feasibility, Prototyping and Commercial Process Development
- Recipe Scale Up
- Licensing Navigation and Support
- Business Planning
- Marketing Support

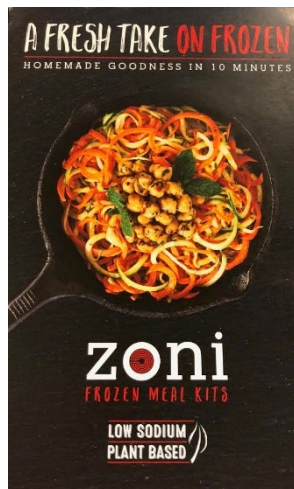
- Fully developed and implemented GMPs and SOPs with Certified PCQI on site

Label & Container



Types of Products and Considerations

- Baked Goods – Certified Home Kitchen
- Jams – Certified Home Kitchen
- Frozen and Refrigerated
- Acid Foods
- Acidified Foods



Certifications and Qualifications

- FDA Regulated and Inspected
- Board of Health Inspected
- State Department of Health
- Baystate Certified Organic
- USDA Warehouse



Equipment in the Center

Spaces	Fixed Equipment
Large Kettle Area	49-gallon Tilting Skillet with 1- 1/2" Tangent Draw Off Valve 125 Gal. Steam Kettles with 2" Tangent Draw Off Valve & Lightning Mixer (2) 100 Gal. Steam Kettle with 3" Tangent Draw Off Valve
Small Kettle Area	60 Gal. Steam Jacketed Kettles with 2" Tangent Draw Off Valve (2) 40 Gal. Steam Jacketed Kettle with 2" Draw Off Valve
Chop/Mix/Prep Area	2 Bay Prep Sink Electrical, compressed air and water to run many of our food processing machines
Prep Space 3	2 Bay Prep Sink
Dish Room	3 Bay Sink, Hobart Dishwasher

Equipment in the Center cont.

PUMPS & FILLERS:

- Simplex Filler w/ agitated hopper (wet)
- Simplex Filler w/ cone shaped hopper (wet)
- Vibratory Check Weight Filler
- Vibratory Check weight filler (dry)
- 6-head gravity filler

- SPX Positive Displacement Pump (from kettle to filler)
- Centrifugal Pump
- Flux Worm Drive Transfer Pump (for transferring from one container to another)

FOOD PROCESSING GENERAL:

- HCM 45 QT Food Processor (rougher cut)
- Robot Coupe:
 - a) Model C80 Pulp Extractor
 - b) CL 60 Series "D" High Volume Dicer, Slicer, Shredder
 - c) Blixer 60 (puree)
- Root Washer
- Kronen Centrifugal Dryer
- Hobart 60 Qt. Mixer & Attachments
- Vulcan Convection Oven
- Tomato Miller - 800 Lb per hour
- Urschel Model GKA Dicer

- PH Testing Equipment
- BRIX Measurement Equipment

Equipment in the Center cont.

- Bench Scales
- Floor Scale
- Pallet Scale
- Stainless Prep Tables on Wheels
- Transport Carts
- Pallet Jacks
- Fork Lifts
- Auto Labe Labeler
- TAL Universal Air Labeler
- Tronics High Speed Label Applicator
- VACMASTER Vacuum Sealing Machines (2)
- Induction Heat Sealer
- Impulse Sealers
- Continuous Band Sealer

Key to Success: Business Planning

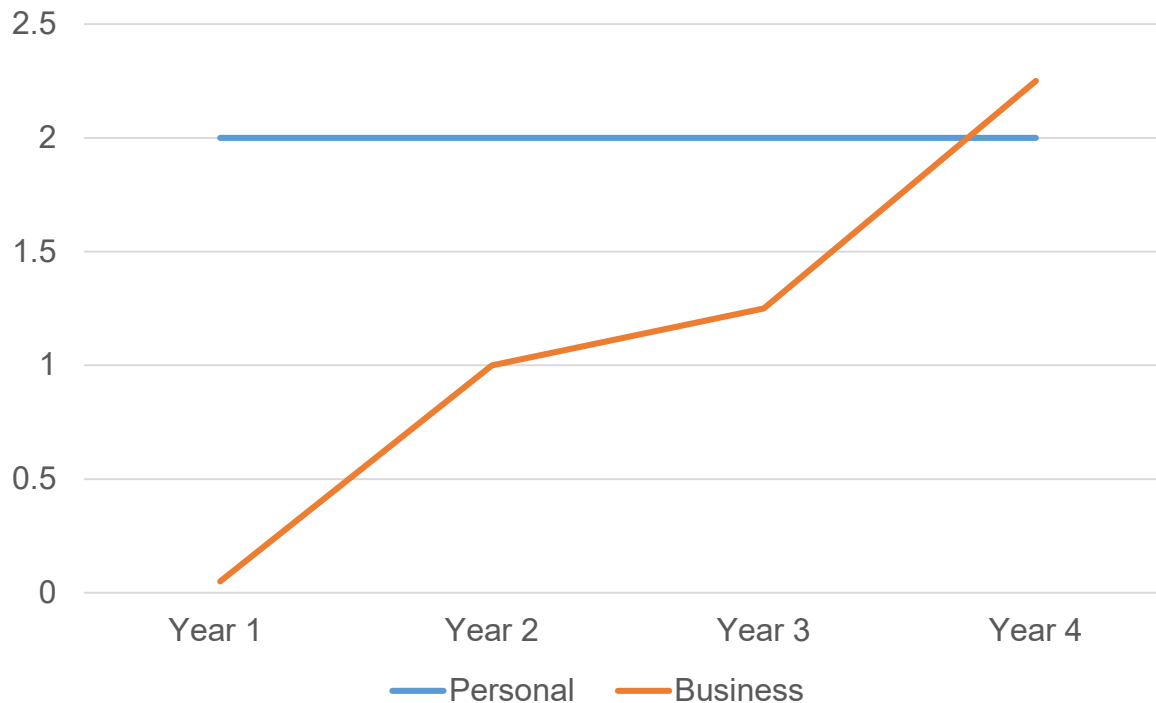
Business Plan Sections

1. Executive Summary
2. Mission Statement
3. Background Information
4. Organizational Structure
5. Management
6. The Marketing Plan
7. Operating Controls
8. The Financial Plan
9. Feasibility Action Statement
10. Supporting Documents

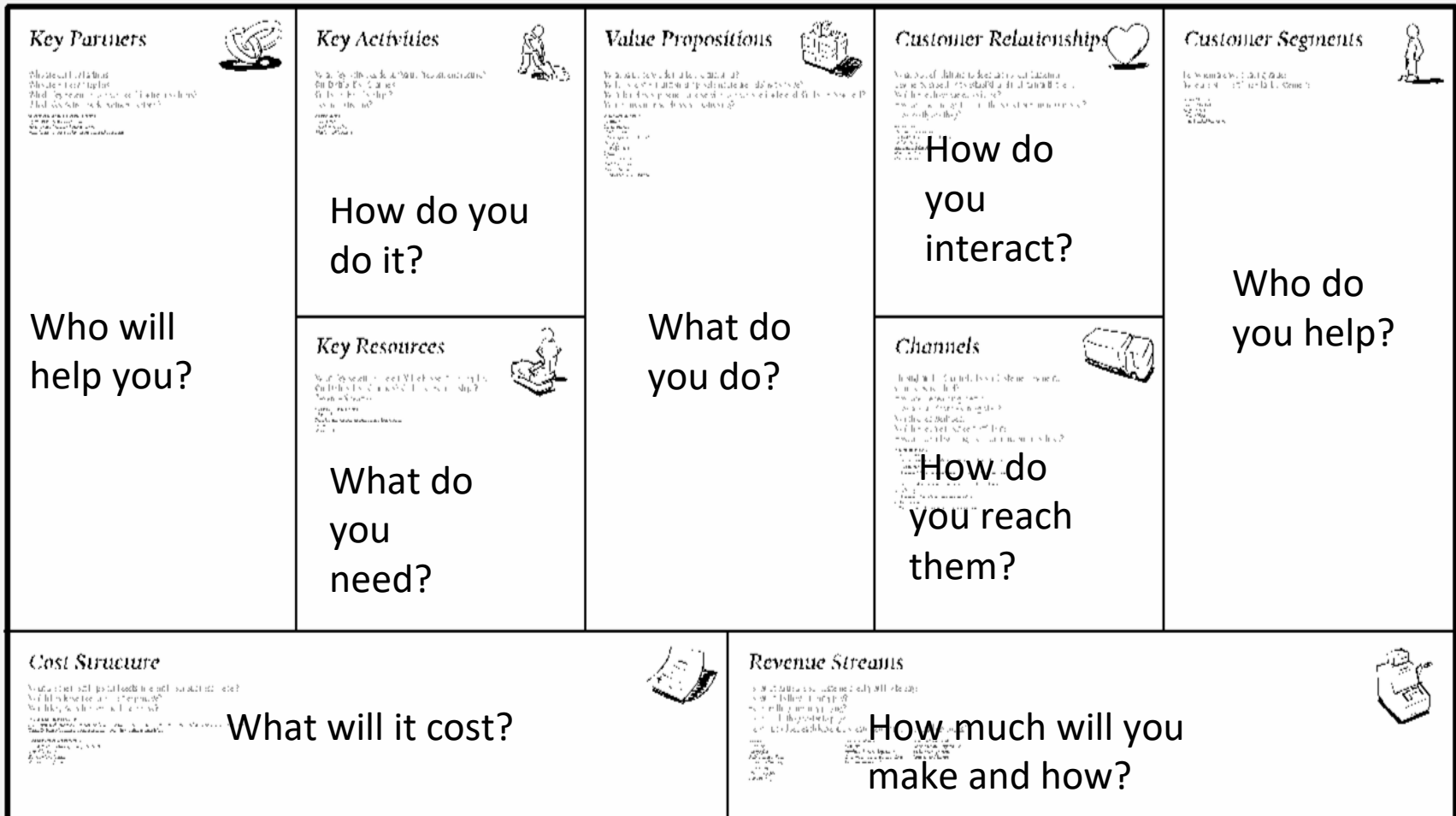
www.fccdc.org for more resources and tools

Assessing Your Personal Financial Needs

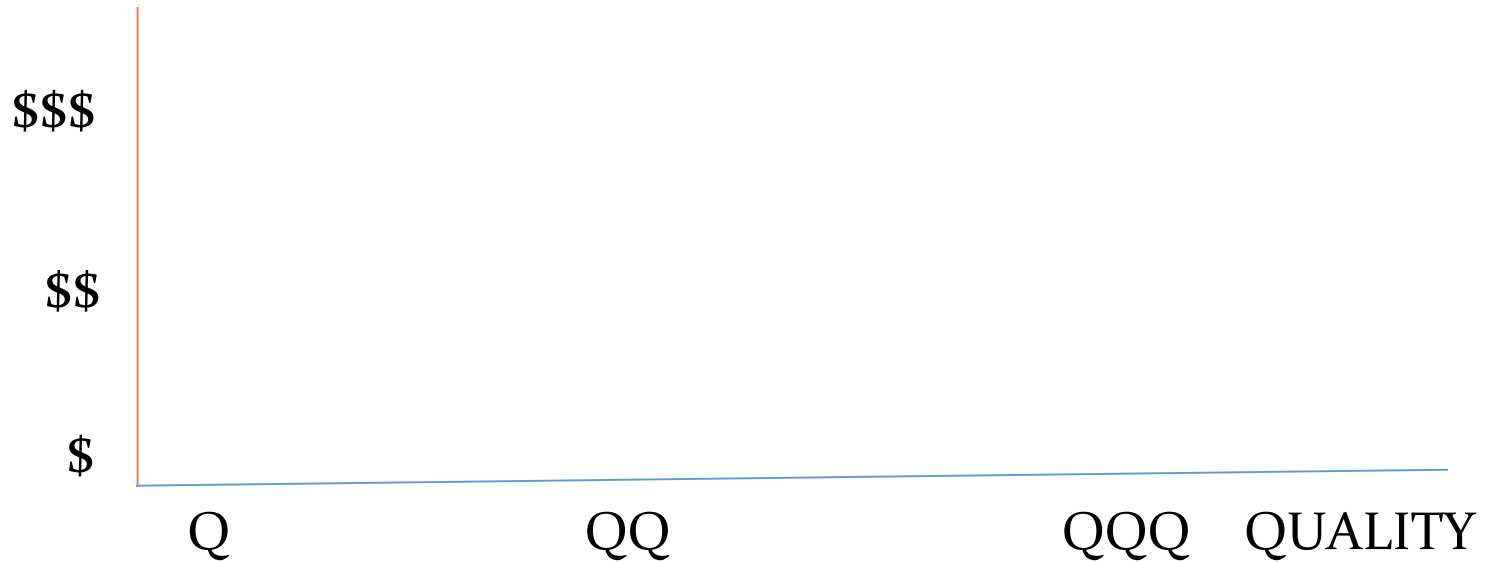
- Review: Personal Financial Needs
- Graph: Personal need & business financial projections



Business Planning: Business Model Canvas



Business Planning: Price Quality Relationship



- Inform Promotional and Marketing Strategies

Key to Success: Streamline Process and Recipe

Do you know:

- How you make your product step by step?
- The weights of each ingredient?
- Where you are getting your ingredients every time?
- How you are packaging your product?
- Where you are getting your packaging?
- What insurance you need and certifications and trainings you may need?
- What your label will need for your intended market?
- How much this will cost?

FPC Pricing & Fees

Startup:

- \$1000 Client Fee
- \$1,000 security deposit
- Prototyping is \$150/ hour

Ongoing:

- \$55 per hour facility fee
- \$23 per hour/ person for co-pack staff
- Some storage included
- Some shipping & receiving included

Prototyping

- Test batch to test feasibility of commercial process
- Required most for new clients
- Important part of research and development of product
 - After you've tested your idea other ways (research, friends and family..)
- May or may not be sellable/ or the “perfect product”
- Basis for lab testing and marketing

Prototyping

BEFORE:

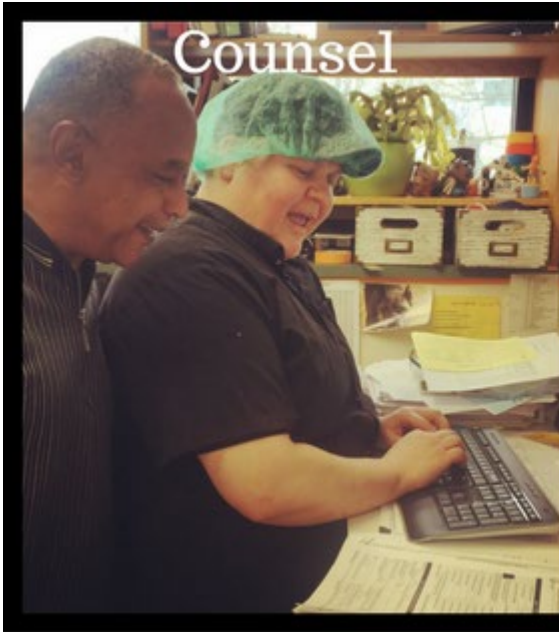
- FINAL recipe, in weights, and step-by- step process
- Understanding of markets (wholesale v. retail)
- Packaging, labels, ingredients streamlined
- Beginning of business plan
- Security Deposit- \$1000

DURING:

- Work with our Director of Ops and Staff for production
- This is *Research and Development* for Commercialization

AFTER:

- Scheduled Process and/or Shelf Life testing
- Other action steps determined during prototype



Thank You!



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