

2011 Midwest Value Added Agriculture Conference

Welcome!

How to Utilize the Wisconsin Innovation Kitchen: Start & Grow a Virtual Food Business.

www.wi.innovationkitchen.org

Rick Terrien
Iowa County Area Economic Development

**Where are current “incubator kitchens”
existing or emerging in WI?**

Shared use / incubator kitchens

Incomplete,
rapidly changing
landscape:

Existing:

- Algoma
- Mineral Point
- Mazomanie
- Beloit
- Monroe
- Watertown
- Aurora
- La Crosse
- Superior

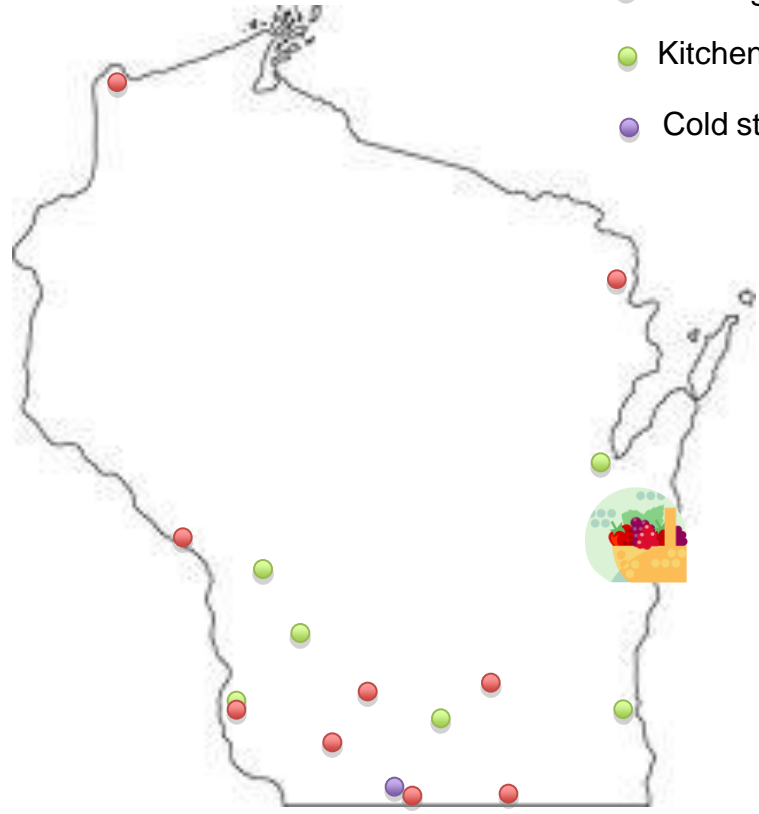
Emerging:

- Prairie du Chien
- Viroqua
- Gays Mills
- Madison
- Milwaukee
- Green Bay

Cold storage:

- Monroe

- Existing kitchen
- Kitchen in development
- Cold storage / distribution



Search:



UW Extension
Ag Innovation Center

What are typical **'rent-to-use' kitchen incubator** requirements?

Safety / food preparation / certifications.

Business & entity organization / Insurance.

Time / equipment / processing / sanitation training.

All good. All appropriate.

People get PhDs and write books about all of these.

What are limits of hourly rental kitchens?

No one has an **'easy job'** anymore.

**How do you
make 'good food'
entrepreneurship
easier?**



Evolution at work:

Farmers markets, CSAs, ‘Rent-to-use’ kitchen incubators.

Perfectly appropriate for right applications.

Large market demand going unmet.

“Ag in the middle” meets processing limits.

Wisconsin Innovation Kitchen model



Iowa County, WI.

Mineral Point



- Owned and operated by The Hodan Center.
- Supporting employment for people with disabilities.

Wisconsin Innovation Kitchen



Farmhouse Recipes

A local food processing success!



Sold in over 700 stores in 26 states!

Wisconsin Innovation Kitchen

- 10,000 square feet
- \$1.5 million (half CDBG / half community)
- On site **full time, certified, professional food processing staff** available.
- 4 separate processing areas: baking, canning, dehydration and dry-mix production. No meat / dairy.
- Entrepreneur in residence program

Innovation Kitchen contributions...

“Innovation is not sitting around thinking big thoughts.

Innovation is **getting more parts on the table.**”

- Wall Street Journal. Sat. Jan. 11, 2010

Not **THE** answer to anything....

How can we put “more parts on the table”?



“Innovation Kitchen stirs economy with local produce & ready workers”

GOOD WORKS

Innovation Kitchen provides jobs, skills, markets and much more

By JAMES EDWARD MILLS

A new local food processing business is creating much-needed jobs for adults with disabilities, and while helping to serve people in need, a model of horizontal supply management is emerging to also make opportunities for culinary entrepreneurs and area growers.

Operated by Hodan Center, a nonprofit adult rehabilitation center in Mineral Point, the Wisconsin Innovation Kitchen provides a safe work environment and skills training to craft commercial grocery items from the produce of farmers throughout the Capital Region.

“There are about 120 products that our clients help us make. That’s what creates



“The Innovation Kitchen is a **machine to make new businesses**”

“The Innovation Kitchen **helps** bridge the gap between locally-produced foods and the grocery store shelf”

More parts on EVERY table...



Wisconsin
Technology
Council

November, 2010

First time food / ag included

Record attendance

“Our goal is to re-localize the food system in Chicago.” Karen Lehman of Fresh Taste

...recently visited the Innovation Kitchen from Illinois.

“They help to build more resilient communities, that promote the health of their citizens, create jobs and establish new businesses.”

Capital Region
Business Journal
January 2011, Vol. 3 Issue 1

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[Author link](#)

“Making It Easier to Eat Local Food”

The New York Times

**“Push to Eat Local Food
Is Hampered by Shortage”**

Processing

Innovation Kitchen target markets:

- **Existing** food businesses including **family farms**
- **New** food entrepreneurs
- **Non-food organizations** that support our mission

Business-to-Business (B2B) experiments in food entrepreneurship at the Wisconsin Innovation Kitchen



Growers taking the next step. Value added. Farm branded.



Innovation Kitchen service offerings

- **Recipe, packaging consultation**
- **Recipe testing and development**
- **State registrations as needed**
- **Business mentorship**
 - **Purchase ingredients (or farm supplied)**
 - **Prep ingredients**
 - **Recipe preparation**
 - **Packaging**
 - **Labeling**
 - **Storage**
 - **Shipping**
 - **Marketing and sales support**

Wisconsin Innovation Kitchen

- 25,000 pounds of local produce processed in first 3 months.
- Shelf stable products from local foods.
- Year-round sales.

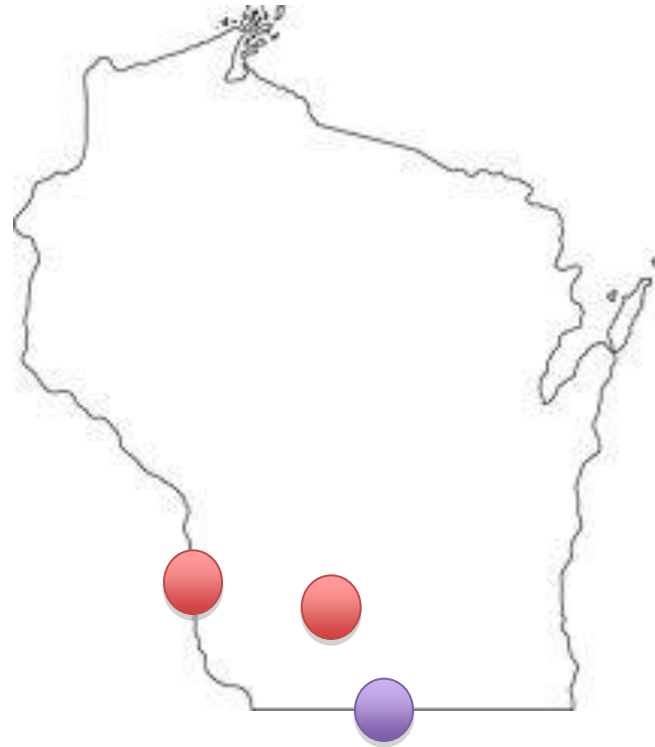
**Critical value
of 3rd party
processing
services**



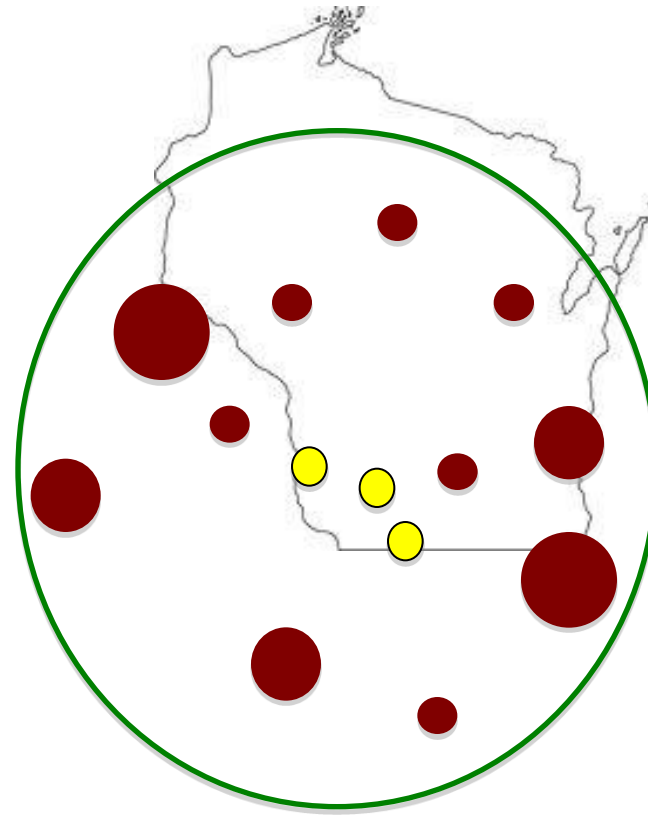
The next steps:

A growing alliance of food processing *services*

- Co-packing
- Cold storage
- Dry storage
- Distribution
- Marketing / sales
- Business services



Opportunities **to grow**
collaborative
rural and urban
food economies.



Thank You!

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