Thank you to all for attending the Stocking Hall Dedication.

Food Science Advisory Council (FS AC) Feedback from breakfast meeting.

Student engagement events were good. They felt they met more students with the new format. They felt that the multiple interactions with students seemed to make the students more comfortable talking with them. Here are some suggestions to consider for the different student engagement activities.

**FS AC Suggestions:**

**Dinner**

- Serve family style dinner rather than buffet.
- Or have AC members get their food first, then change tables so they can eat while the new table occupants are getting food, and then they are ready to talk when all return.

**Project Management Session**

- Students did not seem to grasp sufficient information from the project management session. Perhaps a workshop at the Dyson School or another Project Management session within or outside the department.
- Provide teams with a standard tool box for project management (templates for Gant Chart, spreadsheet).
- Consider adding project management to the following courses: FDSC 1102 Leadership Skills and to FDSC 4010 Concepts of Product Development.

**Product Development Teams (breakout sessions)**

- Overall students seemed to be further along in their process than in previous years.
- Separate individual teams participating in the same competition (Disney & others). Students are reluctant to share their ideas in front of competing teams.
- Students are also very vague, holding back, as to not give their idea away to us. They need to be briefed on what we are here to do.
- Need separate Food Science Club meeting with Advisory Council
  - Need to address the separation between undergrads/grads, grads do not seem to be participating in the club.

There still seems to be some disconnect about how students learn about the Advisory Council. Suggestions to increase FS AC visibility include:

- Add a brief intro about FS Advisory Council to the new student orientation.
  - Alicia feels they receive so much information at that time and are very overwhelmed, she is not sure this is the time to do it.
  - Some students give the impression that there is a lack of information about important resources such as WNYIFT Scholarships, Advisory Council, etc. They are informed multiple times and ways about these resources by the department. It appears that the students need to be more proactive about seeking out the information they need through networking, the web and weekly departmental emails.
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- Create a student portal to put much of this information in a centralized place for them.
  - Consider creating a poster with FS AC names, companies and pictures in a highly visible area.
  - Have FS Advisory Council members spotlighted on our monitors throughout the building and on our website.

Feedback on questions from Olga’s slide set regarding Geneva.

The following slides illustrate the extension and applied work that is being done at FS Geneva (we moved the research programs to Ithaca). We need to “brand” the programs into a cohesive center that represents all the activities and opportunities that exist. What is the best way to achieve this? • The NYS Food Venture Center has name recognition already, will it make sense to use an expanded name to cover all the programs, such as “The NYS Food and Beverage Venture(s) Center”? • Are there activities that must remain and perhaps some that are not as important anymore?

The Advisory Council shared that they found they had more questions for the department to help determine the best strategy moving forward. Throughout the discussion several name ideas were offered:

- Cornell Agriculture Innovation Center
- Cornell Food and Beverage Innovation Center
- Cornell Innovation Food and Beverage Research Center
- Cornell Food Innovation and Collaboration Hub
- Ag and Food Training and Service Authority

The FS AC agreed that “Cornell” needed to be in the title. Some thought the word “Agriculture” was important to encompass the broader land grant mission (utilization of waste foods from Ag operations, pet-food, etc.)... Some thought that it was important to include Food AND Beverage because of the fruit juice, cider and wine aspect. The word incubator also was a word that came up in the brainstorming names discussion.

Olga: The word Center is very difficult to use now at Cornell. There are criteria that must be met to qualify as a Center. Programs that were named as such before that criteria was created are grandfathered in, but we cannot create a new Center without a long process that may or may not be approved. Institute or something else would be better. Using the word research would not be appropriate for Geneva as the work we do is extension, not research. If we included Food Science Ithaca in this repackaging, we could include research.

FS AC question: What is the relationship between NYSAES and the Cornell Ag and Food Tech Park (Tech Farm)?

Olga: The Tech Farm serves as an incubator setting for startup companies. The land is owned by Cornell and the building by a not-for-profit organization affiliated with Cornell, but they are not a part of our budget or structure, it is separate. We want to stay away from “incubator” in our name as this is not what we do. The two companies that are located there, Cheribundi (juice and beverage manufacturer) and Wholehearted Foods (specialty pumpkin seeds oils producer), started from the research and extension work we had done with them. We provide expert advice and technical support for the Tech Farm companies such as lab analysis, shelf-life studies, processing authority service and pilot plant use.
(fee basis). The building space has reached maximum capacity and therefore funding for a new building has become a priority. Empire Cider is the newest tenant for the Tech Farm and has approached us for assistance in setting up their operation. They will be producing small, customized batches of hard cider and would like to partner with us for advice and also to use pilot plant space and equipment, in addition to the commercial processing area that they will be renting in the Tech Fam.

**FS AC Suggestions:**

- Consider the Buffalo to Brooklyn food corridor initiative. Our role would include to be the engine for food innovation, institutional collaboration and networking. Perhaps the Cornell Food Innovation and Collaboration Hub. This would be very attractive to startups and Start Up NY participants (new companies only).
- FS AC suggested we hire an MBA student to do a summer project on creating a business model for Geneva. Debra Streeter was mentioned as a good resource for this type of planning.

Olga: We have extension programs, by that definition, we are not supposed to make money. There is no longer funding from the State for experiment stations/extension. Cornell covers our salaries, but we must offer activities that allow us to have income to support the people who do this work. One model that works very well are the certificate programs. People register for a reasonable fee and receive training that is valuable to them and at a cost that maintains the program very well. The original Food Venture Center was one person answering inquiries by phone, about 100 per year. Now we have thousands per year. FDA requires process review for food safety so FSMA has increased those numbers. If you look across the northeast states, academic processing authorities are very few; Maine, Cornell and Massachusetts are it. We do most of the work for the Rutgers Innovation Center. We have essentially become the process authority for the whole Northeast issuing over 1,200 schedule processes per year. With this volume we can support two people to do this work. The College authorized hiring an Extension Associate for the FVC to compensate Olga’s time as a chai, thus, the center has four people (including the Pilot Plant manager) to manage the work load. The Enology program does well with their training offerings and now the EnoCert certificate program. In addition, the Wine & Grape Foundation of NY provides matching funding for the Wine Analytical Lab services. The Produce Safety Alliance is different because it is federally funded. We have recently hired 3 other people regionally to support this national effort for FSMA training. The HPP Validation Lab is going to be self-supported by fees charged for the services. The “business model” is to cover our expenses and anticipated program needs (hiring personnel, etc). Working with the Tech Farm is something we want to pursue to utilize the pilot plant space more fully. We can work with people who want to start a business from the process authority and technical support point of view while the Tech Farm will work with them on the business side.

Extension services slated in Geneva:

- Schedule Process Authority, food safety/processing training
- Pilot Plant
- HPP Validation
- Wine training, analysis, and troubleshooting, annual meetings
- Produce Safety Alliance; FSMA Training, nationwide
With the main research moving out of Geneva, the extension personnel there are fragmented by program, therefore we would like to find a way to create a sense of community under common objectives.

**FS AC Suggestions:**

- Consider a membership for services (like IPP program)
  - Julie Stafford talked about the number of small companies who are contacting us for assistance with startups and how to leverage that into a membership program down the road when those companies are successful.
- Consider connecting the smaller companies with larger companies looking for new concepts and innovation which will use your resources and services in the development.
- It seems that what you do is more training and services than innovation. Perhaps call yourself the “Ag and Food Training and Services Authority” or something like that.
- Pursue FDA funding for Inspector Training.
- Have some students do a project on creating scenario marketing these trainings and services. Have them create a presentation that they give to the faculty and/or stakeholders to assess and evaluate the ideas they generate.

Olga thanks the FS AC for the great ideas and asks that they contact her as they think of additional ideas or suggestions.

Cindy announced that the Spring 2016 meeting has been moved to an in-semester meeting time of Sunday, April 10 and Monday, April 11th.

Respectfully submitted by

Cindy Uhrovcik