Rutgers Food Innovation Center, NJ Business Incubation Network, and Choose NJ Representatives to Visit Israel
Meetings to Build NJ-Israel Innovation Cluster

Bridgeton, NJ - During the week of June 21, Lou Cooperhouse, director of the Rutgers Food Innovation Center (FIC), will host meetings in Israel to build the NJ-Israel Innovation Cluster. This initiative is the first joint project of olive Grove Ventures (OGV), an international business development consultancy, whose mission is to help Israeli companies succeed in the US.

They will be hosted by Olive Grove Ventures (OGV), an international business development consultancy, whose mission is to help Israeli companies succeed in the US. Olive Grove Ventures will assist with market entry resources and platforms to help Israeli companies succeed in the US.

The NJ-Israel Food Innovation Cluster is a joint initiative between the FIC, OGV, and Tel-Hai Academic College, a leader in the food innovation sector.

“We are extremely excited at this first step in creating a NJ-Israel Food Innovation Cluster. Business clustering and innovation are key factors in our economic growth, due to the opportunities created by linking together academia, industry and government,” said Cooperhouse.

With the presence of Choose New Jersey, Inc., the goal is to share the message that New Jersey is the gateway to the U.S. with a $105 billion food industry sector, and a central location that serves 130 million consumers within a day’s drive.

“International outreach gives us the opportunity to nurture relationships with executives, industry groups, and government entities that have operations in New Jersey, including Frutarom and RADWIN, and we seek to expand that roster while in-country.”

In addition, Cooperhouse and Paolini will meet with the leadership of several government and privately-funded technology initiatives expected to be formed between the State of Israel and the State of New Jersey during the next few years.
Margaret Brennan-Tonetta, associate vice president for economic development at Rutgers University, stated, “This is an opportunity to learn more about the food innovation ecosystem and to discuss strategies for international cluster development in other areas as well, such as life sciences, energy and advanced manufacturing.”

About Rutgers Food Innovation Center (FIC):

The Rutgers Food Innovation Center (FIC) is a food business incubation and economic development accelerator program of Rutgers University. It provides support for food businesses in the start-up, growth, and scale-up phases. Launched in 2013, the program is managed by the Rutgers Business School. The FIC is the only Soft Landings program in the world that focuses on the food and agribusiness sector.

About New Jersey Business Incubation Network (NJ BIN):

The New Jersey Business Incubation Network (NJ BIN) is the entrepreneurial ecosystem of New Jersey, with business incubators and accelerators across the state. It represents a network of over 50 incubators and accelerators, providing resources and support for startups. NJ BIN is the second-largest cluster of internationally-focused incubators in the world and the largest in the United States.

About Choose New Jersey, Inc.:

Choose New Jersey, Inc. is a privately funded 501(c)(3) corporation charged with encouraging and nurturing economic growth in New Jersey through the promotion and enhancement of the state’s economic development initiatives. It is funded by the New Jersey Economic Development Authority, the Office of the Secretary of Higher Education, and other partners. For more information, visit www.choosenj.com.