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 travel to Israel to share the latest innovations in food science and technology with stakeholders and build business and academic partnerships.

They will be hosted by Olive Grove Ventures (OGV), an international business development consultancy, whose mission is to support the establishment of Israeli businesses in the United States and assist US companies looking to expand in Israel. OGV focuses on the food and agriculture sectors as well as other high-tech industries.

The NJ-Israel Food Innovation Cluster is a joint initiative between the FIC, OGV, and Tel-Hai Academic College. The cluster aims to connect leading universities and companies from both countries to foster innovation and entrepreneurship in the food sector.

“We are extremely excited at this first step in creating a NJ-Israel Food Innovation Cluster. Business clustering and innovation 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 US food market. New Jersey is home to one of the largest food industries in the United States and is strategically located for access to the 130 million consumers within a day’s drive.

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

In addition, Cooperhouse and Paolini will meet with the leadership of several government and privately-funded technology innovation centers and be introduced to the latest high-tech innovations in the food sector. They will also meet with executives of large multinational companies to discuss opportunities for joint projects in the food sector.

The meetings are expected to lead to a series of collaborative 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 important step in building a collaborative cluster that can serve as a model 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 that helps companies commercialize new products, develop new processes, license technology, secure funding, and gain a competitive foothold in the food and agribusiness sectors.

**About New Jersey Business Incubation Network (NJ BIN):**

The New Jersey Business Incubation Network (NJ BIN) is the entrepreneurial ecosystem of New Jersey comprised of a network of more than 40 business incubation centers, which is the largest cluster of internationally-focused incubators in the U.S. and the second-largest cluster in the world.

**About Choose New Jersey, Inc.:**

Choose New Jersey, Inc. is a privately funded 501(c)(3) corporation charged with encouraging and nurturing economic growth through business attraction, expansion, and retention.