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 lead a team to Israel to meet with Tel-Hai Academic College and the Government of Israel to discuss joint initiatives expected to be formed between the State of Israel and the State of New Jersey during the next few years.

They will be hosted by Olive Grove Ventures (OGV), an international business development consultancy, whose mission is to introduce high-growth companies from New Jersey to learn about the 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, which aims at fostering collaboration and promoting innovation in the food industry.

“We are extremely excited at this first step in creating a NJ-Israel Food Innovation Cluster. Business clustering and collaboration support innovation and 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 for companies in the food and agriculture sector. New Jersey is the second largest food industry state in the US, 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 companies 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 and business incubating programs and initiatives that promote collaboration between Israel and US firms.
Margaret Brennan-Tonetta, associate vice president for economic development at Rutgers University, stated, “This is an important step towards building a comprehensive, collaborative network that will foster innovation and growth in New Jersey. We are committed to not only addressing the needs of our state’s businesses, but also expanding our reach to other areas such as life sciences, energy, and advanced manufacturing. The Rutgers Food Innovation Center (FIC) is a crucial resource for entrepreneurs in the food and agribusiness sector, offering a unique opportunity for incubation and economic development. The New Jersey Business Incubation Network (NJ BIN) is the backbone of our entrepreneurial ecosystem, providing essential support to businesses at every stage of their development. Choose New Jersey, Inc. is dedicated to encouraging and nurturing economic growth across the state. By working together, we can create a vibrant and sustainable future for New Jersey.”