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Flavor of Georgia: Entrepreneurship and Value Added Products

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Abstract

The University of Georgia's Flavor of Georgia program coordinated through the College of Agriculture's Center for Agribusiness and Economic Development offers small businesses wider exposure for their locally produced barbecue sauces, jellies, preserves, cheeses, and meats. During a statewide competition, entrants' products are evaluated by food science professionals and marketers each year. Since the program went statewide in 2007, over 750 Georgia food products have been submitted to the competition. Survey results indicate that 77% of the 2013 Flavor of Georgia finalists reported increased interest in their products while 86% reported more business contacts; 45% reported an increase in sales and 27% reported an increase in profits.