

FAPC Holds Media Day

STILLWATER, Okla. – The Food & Agricultural Products Center, located on the Oklahoma State University campus, recently held its first Media Day, “Making Headlines: Media Meets FAPC 2005.”

Oklahoma radio and television stations, weekly and daily newspapers and county extension educators were invited to the event, said Mandy Gross, FAPC communications specialist and coordinator of the event.

“The event provided the media participants with multiple story ideas about the FAPC and companies who have worked with the center,” Gross said. “It is our goal to make the Media Day an annual event for the FAPC.”

Participants learned about the center, interacted with Oklahoma businesses that use services of the FAPC and heard key speakers discuss economic development and agritourism in Oklahoma.

The participants also witnessed four demonstrations of projects performed at the FAPC, which included meat processing, cleaning techniques, bread quality and wine quality.

Vince Orza, a former news anchor for KOCO-TV and the chief executive officer of Eateries, Inc., emceed the Media Day.

Tommy Kramer, economic development director for the City of Durant, discussed the importance of economic development in Oklahoma. Kramer commended the FAPC for its contribution to the growth of Oklahoma-based businesses.

Due to his efforts, several new businesses have been implemented in Durant, Okla., such as a Big Lots! Distribution Center and Chili’s franchise restaurant.

Also, Francie Tolle, director of the Oklahoma Agritourism Program, discussed the growing interest in agritourism in the state. Wineries comprise a major sector of agritourism in Oklahoma, and the FAPC provides assistance to several Oklahoma wineries.

Several FAPC business clients had booths during the event and displayed their products for viewing or tasting. The companies present included: Granna’s Chili of Bessie, Okla., Abe’s Creations of Inola, Okla., Blessetti’s Gourmet Italian Pasta Sauce of Tulsa, Okla., Heartland Cup of Allen, Okla., and Eagle Chief Creek of Alva, Okla.

The FAPC also displayed booths on food pathogen and wood products research and Nutraffin space muffin student project.

FAPC Director J. Roy Escoubas said he was pleased with the FAPC Media Day.

“Not only did the event highlight several companies that the FAPC works with, but the Media Day also highlighted several activities performed at the center,” Escoubas said. “We are already making plans for next year’s Media Day event.”

The FAPC strives to discover, develop and deliver technical and business information that will stimulate and support the growth of value-added food and agricultural products and processing in Oklahoma.

The FAPC has assisted more than 850 Oklahoma businesses with more than 1,100 projects affecting more than 8,000 direct food-processing jobs and more than \$500 million in direct food processing revenue in Oklahoma.

For more information on the FAPC, call (405) 744-6071 or visit www.fapc.biz.

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