The Partnership is the right ingredient for pairing Niagara University with food marketing group.

Not surprisingly, food production and distribution is the largest single industry in the world. What many don’t know is that the Buffalo Niagara region is home to the highest concentration of food related companies in the nation including food processors, retailers and distribution companies.

With those facts in mind, Bill Chiodo, President for the East Region of Acosta Sales and Marketing, began to wonder why there was not a local college level program to train students for careers in Western New York’s vibrant food industry. “With so many successful companies in the food business here, the idea is to create a pool of qualified candidates these businesses can draw from in their own backyard,” he explains.

Bill was aiming to generate interest among area companies for developing a college level program to train potential employees. Interest was very strong among companies such as Tops, Wegman’s and local food manufacturers. The missing ingredient was the right educational institution.

The Partnership in the mix
A meeting Bill Chiodo had with the Partnership regarding his proposal fostered an introduction to Niagara University, a long-time Partnership member. Niagara University saw the value in Bill’s proposal – for its students and the community in general – and the development of a bachelor of science degree in Food Marketing and Consumer Packaged Goods is underway at the college.

“The degree program would not have started if the Partnership had not connected our group with Niagara University,” says Bill Chiodo.

A Food Marketing Advisory Board has been established with industry professionals from around the region. The Board is collaborating with Niagara University to assist in development of curriculum of the degree program which is anticipated for a fall 2016 launch.

How can the Partnership serve you?
Niagara University and the Food Marketing Advisory Board offer just one example of how the Buffalo Niagara Partnership is committed to deeper engagement with our members and the community. Learn more about what membership can do for your business.