

AURI Facility Capabilities

Marshall, MN

ANALYTICAL CHEMISTRY LABORATORY

Non-certified, state-of-the-art wet chemistry and physical testing analytical laboratory supporting food product analysis for food product development, food safety, nutrition labeling, claims compliance, and much more.

Capabilities include:

- Chromatography
- Spectroscopy
- Wet Chemical Analysis
- Physical Characterization

AURI Services:

- Expert technical assistance
- Applied research
- Product and process development
- Commercialization services



ABOUT AURI

AURI's food team works at the intersection of food science and business development to help entrepreneurs, farmers, businesses, and communities transform Minnesota's agricultural strengths into commercially viable food products and sustainable businesses.

AURI MISSION

Accelerate the agricultural economy by empowering expanded uses and markets of agriculturally derived products.

AURI'S FREE RESOURCES

Ask an "AURI Expert" Open Office Hours:

Group consultations with an AURI food scientist via Zoom, offered twice a month. Register online for access.

AVA (AURI's Virtual Assistant): A USDA-funded, custom-built artificial intelligence-powered natural language Q&A system that provides agricultural producers and entrepreneurs 24/7 access to AURI expert-curated content for startup or ongoing food ventures.

Online Food Toolkit: An online library of written guides addressing common challenges for food entrepreneurs. Short-form content includes Labeling Requirements, Making a Protein Claim, and the UPCs and Barcodes Resource Guide, and our long-form content includes the Packaging Guide for Scaling Food Businesses, the Food Product Shelf-Life Guide, and more!



To get started with AURI, scan the QR code or visit auri.org/services/getting-started-with-auri.



*Food Resources
and Capabilities*

**Agricultural Innovation
from Idea to Reality**



FACILITIES AND RESOURCES

FOOD TEAM CAPABILITIES

Our capabilities are built to serve the AURI mission according to the following guiding principle: Transform the Midwest's rich agricultural resources into sustainable food businesses by providing affordable access to market insights, food science expertise, and infrastructure.

TECHNICAL SERVICES

- Product development guidance
- Regulatory guidance/assistance
- Stability and shelf-life guidance
- Nutrition facts labeling and analysis
- Analytical food product testing
- Food safety (including Thermal Process)
- School meal crediting
- Ingredient/packaging sourcing
- Scale-up coaching and guidance
- Co-packer/commercial kitchen networking

BUSINESS MODEL STRATEGY

- Consumer insights and market trends
- Value proposition development
- Cost of Goods Sold (COGS) calculation
- Pricing guidance
- Sales channel strategy



HOW AURI CAN HELP YOU

AURI can help you solve food science, food safety, and food business development challenges associated with launching new or maintaining existing food and beverage products in the market. AURI does this by:

- Providing free resources businesses can access at any time to learn and get answers to their technical questions
- Offering fee-based technical support of commercialization and innovation needs
- Conducting public domain initiatives to fill information gaps and identify broad scale opportunities for businesses and service partners
- Convening events to bring value-chain participants and thought leaders together on value-added agriculture opportunities

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Changing the Field.



To get started with AURI, scan the QR code or visit auri.org/focus-areas/food.

PROJECT FEES

As a 501(c)3 nonprofit corporation, AURI strives to keep its educational and technical services accessible and affordable for all entrepreneurs, producers, businesses, and organizations it serves. To that end, AURI uses a tiered scale to discount client-specific project fees, based upon annual gross revenue for Minnesota companies.

AURI may also provide fee-based educational and technical services to non-Minnesota entities that align with its mission. Please contact AURI for additional details on rates and services.

In addition, AURI provides several free educational and informational resources, conducts industry and educational events, offers initial project consultations, and makes referrals to non-AURI resources.

