

ICFIE FACT SHEET

The Center for Food Industry Excellence proposes to build upon the expertise available at Texas Tech University (TTU). Center-affiliated researchers will create and evaluate food innovations that improve the security, safety, functional properties, nutritional quality, eating quality, consumer acceptance, and production characteristics of food available to U.S. consumers. The Southern High Plains is the heart of the U.S. cattle industry and an expanding and diversifying crop production industry (i.e., peanuts, cereal grains, wine grapes, peppers, beans and onions). The food produced in this region, are an integral part of the U.S. food supply. Technologies and techniques developed by the Center will be transferable nationwide.

A number of TTU scientists already engage in innovations research across the farm to table continuum including research in sustainable pork, beef and crop production, feed additives to potentially improve food safety, processing interventions to increase pork and beef safety, development and identification of plant varieties with improved nutritional of functional properties, determining expanded uses for existing commodities, and identification of consumer behaviors and attributes that influence food acceptability and marketability. Representatives of commodity groups, food manufacturing/processing, foodservice, and retail have supported these initiatives and have expressed a desire for further innovations.

The Southern High Plains is also an area experiencing growth in the value-added processing of key commodities produced in the region. The region needs a consolidated well-funded program to assist with the creation and evaluation of new production, processing, and marketing systems related to plant and animal foodstuffs. An infrastructure is necessary to assist the food production, food manufacturing, foodservice, and retail sectors and to provide technically trained individuals to work in the industry. Assistance includes technology transfer through implementation, training and education, and technical assistance.