

Practicum Synopsis

Introduction to Internship

My internship took place with a company called Superfrau, whose office and production line operates out of Commonwealth Kitchen in Dorchester, MA. This Facility help new business with a focus on food and community building to operate in a small space with shared equipment, allowing an idea or product to grow without being squashed by the financial burdens of opening a new business. Some well known products have originated for this facility, such as 28 Acre bars, Batch Ice Cream, and Minus the Moo. Myself and one other intern hope to work with owner and co-creator Melissa Martinelli to further develop and launch a healthy whey beverage that is built around up-cycling whey waste into a sustainably sourced product, to bring awareness to the environmental issues and launch our business.

Development plan / launch strategy

1. We determined our first priority is to locate producers of whey that meet our needs. Our first is they the whey must come from milk that has been pasteurized. This is do to the FDA regulation TITLE 21-Sec. 184.1979. Our second is to source whey only from cows particularly Jersey cows, while our product can be made of whey from goats and other livestock we found it easier to focus on one source for quality and data collection purposes.
2. Next was a way of visually displaying this information for not only our logistics purposes but for the purpose of education and displaying to retailers on how our business operated.
3. Once our potential suppliers had been located we needed to know if they had adequate facilities to collect, store, and access for whey pickup. We also wanted to collect data on whey production in Massachusetts and eventually New England, in order to provide information for future funding and education around the product.

How was this accomplished?

We research FDA Regulation around dairy products and whey to make sure we were with in all health & safety requirements and to determine how to go about sourcing, storing and production of our product. A summary document was created for referencing purposes throughout the product's development. I then created a google map using GIS skills I had acquired in my undergraduate career to develop a logistics map visually displaying all the known cheese and yogurt producers that meet our needs for whey. This map also included the contact information of these suppliers and pertinent information about what kind of whey they might be producing, sweet or sour. Both of which are needed to make the whey beverage. Next we developed a survey was a way of collection the data we needed to know if they had the facilities to collect and store with in FDA regulations. The survey also need to help us collect data on the amount of whey being produced in the region to produce more accurate statistics for the positive environmental impact our product could have.

Outcome

We have received a lot of interest in our beverage products from retailers such as Whole food and Brothers marketplace. While we are not quite ready to enter the larger retail market, we are currently selling or beverage in smaller markets which are listed on our website. What we have accomplished in the last few months has put us in a position to start building our supply chain, collecting data from whey producers, and enter a larger retailer near you.