

News Release
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Petoskey Company Selected as Northwest Michigan Government Contractor of the Year

PETOSKEY, MI – Fresh Baby, a Petoskey based nutrition education products company, has been selected as the Northwest Michigan PTAC Government Contractor of the Year. Fresh Baby was selected by the Northwest Michigan Procurement Technical Assistance Center (PTAC) for their success with government contracts.

In the early years of Fresh Baby the focus was selling their products to retail customers. With PTAC's research support and other services, the company discovered a number of government programs that procure their products. Fresh Baby has grown their government sales from a few thousand dollars in 2011 to over \$2 Million in 2017.

“The entire Fresh Baby team is honored to be recognized as the Northwest Michigan PTAC Government Contractor of the Year,” said Cheryl Tallman, Fresh Bay CEO and Founder. “For more than 16 years we've had a mission to reduce U.S. obesity rates by developing products that make healthy food and drink choices the easy choices. We are thankful for the recognition of PTAC, for providing the support and tools to reach a much broader population, as well as, continuing to create exceptional products that make a difference in people's lives. This is a very proud moment for all of us.”

“Fresh Baby has done everything right from attending training, reaching out with questions and issues, and scheduling regular PTAC checkups to help them grow their government sales,” said Cathy Fairbanks, Northwest Michigan PTAC Program Manager.

(MORE)

Fresh Baby will be recognized at the Michigan Celebrates Small Business (MCSB) event May 3 in Lansing. The mission of MCSB is to honor and recognize Michigan's small business people and those champions and advocates that support them. MCSB brings together the resources of collaborative partners and supporters so that they may raise the profile of small businesses in Michigan, build a network of entrepreneurial companies, and tell the stories of successful, growing Michigan entrepreneurs.

The Procurement Technical Assistance Center (PTAC) provides no fee assistance to businesses interested in doing business with state and federal government agencies. The mission of the PTAC is to enhance national defense and the economic development of the State of Michigan by helping area business secure local, state, and federal government contracts. The Northwest Michigan PTAC is a program of Networks Northwest and serves the entire Upper Peninsula and 10 counties in the Northwest Lower Peninsula. The Northwest Michigan Procurement Technical Assistance Center is funded in part through a cooperative agreement with the Defense Logistics Agency and in part by the Michigan Economic Development Corporation (MEDC).

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NOTE to Media: Images are oftentimes available upon request by e-mailing Dan Boss at dan.boss@networksnorthwest.org and stating preferences for resolution (300 dpi?), file format (.tif? .jpg?) and file size (1MB or less?). Or, phone (231) 929-5047. Check our online Media Room at: networksnorthwest.org/media

Founded in 1974, Networks Northwest facilitates and manages various programs and services for the 10 county region. These programs include Northwest Michigan Works, Small Business Development Center, Procurement Technical Assistance Center, various business services, and many different regional planning initiatives in response to our communities' requests and needs. You will see the broad spectrum of workforce, business and community services Networks Northwest offers if you visit our web site, networksnorthwest.org. Networks Northwest's member counties are: Antrim, Benzie, Charlevoix, Emmet, Grand Traverse, Kalkaska, Leelanau, Manistee, Missaukee, and Wexford.