



## MUSCADINE PRODUCTS COMPANY AND THE COI FOR AGRIBUSINESS

Case Study

Being the world's largest grower of muscadine grapes has its advantages when it comes to producing muscadine juice. But what should be done with the stream of skin, seeds and pulp that's left over from the juicing process? That's the challenge Chris Paulk, CEO of Wray, Georgia-based **Muscadine Products Co.** faced. Paulk took his question to the **Georgia Center of Innovation for Agribusiness**, which connected him with University of Georgia researchers. Working together, and leveraging a \$60,000 matching grant from the COI, Paulk and the state officials discovered ways to utilize muscadine residues that contain high levels of antioxidants. Armed with that knowledge, Paulk created Purple Power from muscadine skin powder. Available in both pill and powder form, the Purple Power has anti-inflammatory benefits and promotes good digestive health. With the Earth's population expected to top nine billion by 2050, Purple Power is an example of innovation at work to help feed the world.

“The **Center of Innovation** has shown us doors that we didn't know existed and have also helped opened doors that we may have seen but weren't able to get through.”

Chris Paulk,  
*CEO, Muscadine Products Corporation*

innovat  on  
GEORGIA CENTER OF INNOVATION Agribusiness

