



Let the Journey Begin

BY Jill Rivkin

To reiterate what the cover of this magazine says, welcome to *Contract Manufacturing & Packaging (CM&P)*. As the publisher of 15 food, beverage and packaging trade magazines and affiliated Web sites and newsletters, Stagnito Communications has its finger on the pulse of the consumer-packaged-goods industry. So when we realized what a unique and flourishing industry this was, we felt it necessary to provide an information source to help all of you grow your businesses and learn about one another.

After many hours spent with brand owners, employers of contract-manufacturing services and contract manufacturers, I came to discover an industry shrouded in mystery. But, at the same time, I discovered one with phenomenal potential thanks to exceptional optimism and energy about the future of outsourcing in food, beverage, personal care and pharmaceuticals. Also catalyzing this industry are major goods companies deciding to focus on sales and marketing while leaving processing to the manufacturing experts.

So here you have *CM&P*, a magazine designed to discuss the issues impacting this industry from building partnerships to handling logistics, quality assurance and new product development. We started by conducting original research so we would have a handle on what makes this industry tick. The results are in this issue, and we will publish more results in the September issue.

CM&P strives to become your primary information source. Many of you have told me that the mystery of this industry is unnecessary – openness would create progress and growth for everyone. Let's work on that together. It's a journey we're committed to taking with you.

Enjoy the issue and please let me know what you think of it! ■■

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