

## Food Innovations

Individual or Team ♦ Levels, 1, 2, 3, 4

### *Create an original prototype – testing through focus groups and developing a marketing strategy*

Meal Kit to be sold in a retail location. Include preparation instructions and may not be consumed ‘as-is’ or by simply peeling. The product is intended to be prepared in the home of the consumer and eaten after preparation.

**Level 1:** Create a dry seasoning mix to be used with a dinner entrée. The single meal should not exceed 720 mg of sodium and must include food items to create the entrée and one side. Meal should be ready in 30 minutes or less and be marketed to students.

**Level 2:** Create a sauce or marinade. Single meal should not exceed 720 mg sodium and include the entrée and one side. Kit should provide option for oven or slow-cooker preparation and be marketed to young families.

**Level 3-4:** Create a sauce or marinade. Meal should not exceed 720 mg sodium and include entrée and two sides. Kit may include advanced preparation skills and be marketed to those with advanced culinary skill or adventurous palates.

**Display: free standing – 48” x 60” x 72”      table top – 30” x 48” x 48”**

Points	Topic			
1	Project ID page	Plain paper, no graphics or decorations. Include name/s, chapter name, school, city, state, event name, project title		
5	Planning Process page	Summary of each step of the planning process with icons, fully explained		
1	Online submission	Project summary page under ‘Surveys’ tab of FCCLA Portal, signed by adviser		
10	Original Prototype formula/s	<ul style="list-style-type: none"> <li>♦ Present an original prototype formula/s and the modified version/s after each test and alteration, including the final formula/s.</li> <li>♦ Changes from the previous version should be highlighted in each modified formula.</li> <li>♦ The original prototype formula/s must fit within the participant’s category of the online national food product scenario.</li> <li>♦ The final formula/s may be from any stage of development, sufficient evidence is given to support the choice of the final formula/s as the best option for manufacturing.</li> <li>♦ Extensive understanding of specific and culinary principles</li> </ul>		
10	Product Testing method	<ul style="list-style-type: none"> <li>• Test formula in focus group and modify it two times.</li> <li>• Focus group should follow the following guidelines:                             <ul style="list-style-type: none"> <li>♥ Test #1 – minimum five (5) individuals</li> <li>♥ Test #2 – minimum ten (10) individuals, who are part of the intended consumer audience/s of the product.</li> </ul> </li> <li>• Display the method of evaluation of each stage of testing and include a sample of both negative and positive results from each stage.</li> <li>• Selection of final product may occur at any stage of product testing.</li> <li>• Most feedback from testing is well-implemented.</li> </ul>	<ul style="list-style-type: none"> <li>• Test formula in focus group and modify it two times.</li> <li>• Focus group should follow the following guidelines:                             <ul style="list-style-type: none"> <li>♥ Test #1 – minimum 10 individuals</li> <li>♥ Test #2 – minimum 15 individuals, who are part of the intended consumer audience/s of the product.</li> </ul> </li> <li>• Display the method of evaluation of each stage of testing and include a sample of both negative and positive results from each stage.</li> <li>• Selection of final product may occur at any stage of product testing.</li> <li>• Most feedback from testing is well-implemented.</li> </ul>	<ul style="list-style-type: none"> <li>• Test formula in focus group and modify it two times.</li> <li>• Focus group should follow the following guidelines:                             <ul style="list-style-type: none"> <li>♥ Test #1 – minimum 10 individuals</li> <li>♥ Test #2 – minimum 15 individuals, who are part of the intended consumer audience/s of the product.</li> <li>♥ Test #3 – test the same individuals from test #2, minimum 15 individuals, who are part of the intended consumer audience/s of the product.</li> </ul> </li> <li>• Display the method of evaluation of each stage of testing and include a sample of both negative and positive results from each stage.</li> <li>• Selection of final product may occur at any stage of product testing.</li> </ul>

				•Most feedback from testing is well-implemented.
2	Process storyboard	Show pictures of the product at various stages of production and testing. Minimum of 10	Show pictures of the product at various stages of production and testing. Minimum of 15	Show pictures of the product at various stages of production and testing. Minimum of 20
5	Nutrition Information	Complete and correct. Label follows FDA guidelines: serving size, amount per serving, % Daily value of calories, fat calories, total fat, total carbohydrates, protein, sodium, cholesterol; ingredients, allergy warnings, consumption instructions.		
3	Equipment, Safety, Sanitation	List equipment used and safety precautions taken to ensure a safe test kitchen and sanitary product.	List equipment used and safety precautions taken to ensure a safe test kitchen and sanitary product. SerSafe procedures are described Photos included	
2	Product Summary	Product name, target market, appeal of product to target audience, well written.	Product name, target market, appeal of product to target audience, well written. Sensory evaluation methods are described.	
3	Actual and suggested pricing	Actual cost of one serving and one package is accurate. Suggested pricing is appropriate	Actual cost of one serving and one package is accurate. Suggested pricing is appropriate. Show the process of determining the costa and retail price.	
3	Appearance	Neat, legible, professional, correct grammar, correct spelling and effective organization.		

### Suggested Product Packaging

Actual size, 3-D model of the intended product container, in addition to the display

Points	topic		
3	Design Effectiveness	Packaging design is creative and innovated, effective in containing, shipping, and storing product. Description of materials used.	Packaging design is creative and innovated, effective in containing, shipping, and storing product. Description of materials used. Include potential shipping an storing issues that may occur due to packaging choices
3	Marketability	Packaging contains all required information, high visual appeal for intended audience. Minimum information required: ► Product name                      ► Allergy warning                      ► Net weight ► Nutrition fact label              ► Consumption instructions      ► Ingredient list	
2	Appearance	The drawing or model of the packaging is professional, high quality, legible, correct spelling/grammar	

### Oral Presentation

10	Organization/Delivery	Presentation covers all relevant information w/ seamless and logical delivery
5	Explanation of Product Choice	Explanation is clear and thorough. Product choice was thought out and highly appropriate for topic and target audience
5	Knowledge of Food, Science, Dietetics, Nutrition	Knowledge is evident and incorporated throughout the presentation and included food science prototype area
3	Relationship of FCS/standards	Knowledge of FCS relationship is evident, national program identified, and both explained well, FCS career pathway identified
3	Use of display	Presentation moves seamlessly between oral presentation and display
3	Vice, pitch, tempo, volume	Voice quality is outstanding and pleasing
3	Body language/clothing choice	Gestures, posture, mannerism, eye contact, and clothing enhances presentation
3	Grammar, word usage, pronunciation	No grammatical or pronunciation errors
5	Responses of evaluation questions	Responses to questions were appropriate and given without hesitation