



# Food Innovations Event

Due: \_\_\_\_\_



## Description:

The FCCLA Food Innovations STAR Event recognizes participants who demonstrate knowledge of the basic concepts of food product development by creating an original prototype formula, testing the product through focus groups, and developing a marketing strategy. Students will demonstrate their knowledge of food science, nutrition, food preparation safety, and product marketing. Students must prepare a original prototype formula or recipe, suggested product packaging, and an oral presentation with accompanying poster.

## Purpose:

- Evaluate nutrition principles, preparation techniques and specialized dietary plans

## Scenario:

Please develop a perishable, ready-to-heat entrée or snack for busy families which contain items in at least three food groups and is low-fat, low-sodium, and high in protein.

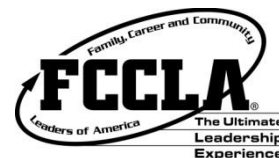
## Procedure:

<i>Project Identification Page</i>	One 8 1/2" x 11" page on plain paper, with graphics or decorations; must include student's and Project Title
<i>Original Prototype Formula</i>	Develop a formula that meets the needs of the above scenario, Must be typed and in proper formula format.
<i>Product Testing Survey</i>	Develop a 5 – 10 question survey that addresses the positive and negative reactions of the testing group.
<i>Nutrition Information</i>	Create a nutrition fact label for the product, following FDA guidelines, which includes the following items: serving size; amount per serving and % Daily Value of: total calories, fat calories, total fat, total carbohydrates, protein, sodium, and cholesterol; ingredients; allergy warnings; and consumption instructions.
<i>Equipment, Safety, Sanitation</i>	Develop a list of equipment used and safety precautions taken to ensure a safe test kitchen and Sanitation and sanitary product.
<i>Product Summary</i>	Includes product name, target market, appeal of product to target audience.
<i>Display Board Appearance</i>	The display must be neat, legible, and professional and use correct grammar and spelling.
<i>Package Design Effectiveness</i>	The model should exhibit creativity and innovation and the design should be effective in containing, shipping, and storing the product. Include a description of actual materials to be used in the suggested product packaging.
<i>Marketability</i>	The packaging should be appealing to the target audience and contain all of the appropriate information to be ready for sale. Minimum information required: <ul style="list-style-type: none"> <li>• Product Name</li> <li>• Nutrition Fact Label</li> <li>• Ingredient List</li> <li>• Allergy Warning</li> <li>• Consumption Instructions</li> <li>• Net Weight</li> </ul>
<i>Package Design Appearance</i>	The model must be neat, legible, professional, and visually appealing.
<i>Oral Presentation Delivery</i>	Deliver oral presentation in an organized, sequential manner; concisely and thoroughly summarize project.
<i>Grammar &amp; Word Usage</i>	Use proper grammar and pronunciation.



# Food Innovations Event

## RUBRIC



Name(s): \_\_\_\_\_

Product Name: \_\_\_\_\_

Period: \_\_\_\_\_

Display							Points
<b>Original Prototype Formula</b>	<b>0</b> No prototype formula(s) provided/ formula(s) are do not fit within the current food product scenario	<b>1-2</b> One or more version of the prototypes and final prototype presented and fit within the current food product scenario	<b>3-4</b> Original, each modified version, and final prototype formula(s) are presented and fit within the current food product scenario, but are written poorly	<b>5-6</b> Original, each modified version, within the current formula(s) are well-written, fit within the current food product scenario, and track changes from previous versions	<b>7-8</b> Prototype formula(s) are well-written, fits within the current food product scenario, and tracks changes. The final formula(s) meets product goals and represents an adequate understanding of scientific and culinary principles	<b>9-10</b> Prototype formula(s) are well-written, fits within the current food product scenario, and tracks changes. The final formula(s) meets product goals and represents an extensive understanding of scientific and culinary principles	
<b>Product Testing Survey</b>	<b>0</b> No evidence of product testing provided	<b>1-2</b> Product testing does not follow the specifications	<b>3-4</b> Product testing followed specifications but the chosen method was not appropriate for the focus group audience	<b>5-6</b> Product was tested once according to specifications with an appropriate evaluation method for the focus group. Samples of the method and results are presented	<b>7-8</b> Product was tested once according to specifications with an appropriate evaluation method for the focus group. Samples of the method and results are presented. Most feedback from testing is implemented	<b>9-10</b> Product was tested once according to specifications with an appropriate evaluation method for the focus group. Samples of the method and results are presented in a professional manner. Feedback from testing is well-implemented	
<b>Nutrition Information</b>	<b>0</b> No nutrition information provided	<b>1</b> Nutrition information does not meet specification requirements	<b>2</b> Nutrition information is complete (see specifications for requirements) but most of the information is incorrect	<b>3</b> Nutrition information is complete (see specifications for requirements) and the majority of information is correct	<b>4</b> Nutrition information is complete (see specifications for requirements) and correct. Demonstrates an appropriate level of knowledge for participant category	<b>5</b> Nutrition information is complete (see specifications for requirements) and correct. Demonstrates an advanced level of knowledge for participant category	
<b>Equipment, Safety, Sanitation</b>	<b>0</b> No equipment list or safety and sanitation precautions	<b>1-2</b> Both the equipment list is incomplete AND safety and sanitation precautions are inappropriate		<b>3-4</b> The equipment list is incomplete OR safety and sanitation precautions are inappropriate		<b>5</b> The equipment list is complete and safety and sanitation precautions are appropriate	
<b>Product Summary</b>	<b>0</b> No product summary provided		<b>1</b> Product summary is lacking information and is poorly written		<b>2</b> Product summary is thorough and well-written		

<b>Appearance</b>	0 Display is illegible and unorganized	1 Display is neat, but contains grammatical or spelling errors and is organized poorly	2 Display is neat, legible, and professional, with correct grammar and spelling	3 Neat and professional, correct grammar and spelling used; effective organization		
<b>Package</b>					<b>Points</b>	
<b>Design Effectiveness</b>	0 Suggested product packaging not provided	1 – 2 Packaging design does not exhibit creativity and innovation, and/or would not be effective in containing, shipping, and storing the product	3-4 Packaging design exhibits creativity and innovation, and would be effective in containing, shipping, and storing the product	5 Packaging design exhibits creativity and innovation, and would be effective in containing, shipping, and storing the product. Description of actual materials to be used is included		
<b>Marketability</b>	0 Suggested product packaging not provided	1-2 Packaging is missing required information (see specifications) and/or lacks visual appeal for the intended audience	3-4 Packaging contains all of the required information (see specifications) and has some visual appeal for the intended audience	5 Packaging contains all of the required information (see specifications) and has high visual appeal for the intended audience		
<b>Appearance</b>	0 Suggested product packaging not provided	1 Packaging is unprofessional, not of high quality and/or contains grammatical or spelling errors	2 Packaging is professional, of high quality and correct grammar and spelling used			
<b>Oral Presentation</b>					<b>Points</b>	
<b>Organization &amp; Delivery</b>	0 Presentation is not done and does not cover components of project	1-2 Presentation covers some element of project	3-4 Presentation covers all elements but with minimal information	5-6 Presentation gives complete information but does not explain the project well	7-8 Presentation covers information completely but does not flow well	9-10 Presentations covers all relevant information with seamless logical delivery
<b>Grammar &amp; Word Usage</b>	0 Extensive grammatical and word usage errors	1-2 3-5 grammatical or word usage errors	3-4 1-2 grammatical or word usage errors	5 Presentation has no grammatical and word usage errors		

**TOTAL**  
(67 Possible)

Comments: