



FOOD FIGHT!
Competition Guidelines
Student Handout

Introduction:

FOOD FIGHT! is a semester-long project that challenges you to become a food scientist as you apply basic science concepts to the development of a new food product. Through a series of labs, classroom activities, and project assignments, you will learn the stages of product development and apply this knowledge to the development of an original food item.

The University of Georgia Food Science Club will sponsor a New Product Fair to be held at the Food Science and Technology Building on the University of Georgia campus each semester. The winning team from your class will be invited to participate.

Procedures:

You will develop an original food item, complete a written product proposal, and orally present your product and proposal to the class. You will work in groups of two to four members. Written assignments must be typed and written in paragraph form. All activities and assignments will be completed according to the following schedule.

Product Theme: _____

Schedule:

Assignment	Due Date	Complete
Develop an <i>original product idea</i> congruent with the product theme.		
Develop a <i>name for your product</i> and provide a brief <i>product description</i> .		
Provide a <i>list of ingredients</i> that will be used to make your product. For each ingredient listed, provide a description of the <i>ingredient's function</i> based on its physical, chemical, or biological properties (<i>e.g.</i> sugar used as a sweetener or flour used as thickener).		
Provide detailed <i>instructions for preparation</i> of your product.		
Provide a description of the specific <i>target audience</i> for which your product is designed (<i>e.g.</i> young children, teenagers, college students, or young adults)		
Devise a <i>marketing plan</i> to promote and advertise your new product. Examples of advertising methods that may be used are a television commercial video or skit, a magazine or newspaper ad, a billboard, or a radio ad or jingle		

Provide a <i>sample of your product</i> . Students must provide enough product sample for a class evaluation of intent to purchase.		
Analyze the Intent to Purchase data compiled for your product and calculate the <i>Intent to Purchase score</i> . Review any product suggestions.		
Provide a <i>detailed drawing and description of the package design</i> for your product. Provide an explanation of why the design is the best package for your product. This explanation should be based on the physical and chemical properties of the product and package.		
Devise a <i>plan for storing and displaying</i> the product in the store, including an estimate of how long the product can be safely stored and displayed.		
Prepare a product proposal for your product, as well as a five to ten minute <i>oral presentation</i> , including your marketing strategy, to introduce and briefly describe your new product to the class. You must provide the product package (or a detailed drawing of the package design) and enough product sample for a class evaluation of product intent to purchase.		

Product Proposal Requirements:

1. Each team must prepare a product proposal that follows the outline below.
 - a. Name of New Food Product
 - b. Product Description – A brief description of the team’s original idea for a food product that fits within the assigned product theme. (1 paragraph)
 - c. Product Recipe – A basic recipe for the new food product listing the main ingredients. No abbreviations nor brand names should be used in the recipe.
 - i. *List of Ingredients* – Listed in the order they are used in the instructions for preparation. For each ingredient listed, provide a description of the ingredient’s function based on its physical, chemical, or biological properties (*e.g.* sugar used as a sweetener or flour used as thickener).
 - ii. *Instructions for Preparation* – Provide detailed procedures for preparing the new product.
 - d. Target Market – A description of the specific target audience for which the product is designed (*e.g.* young children, teenagers, college students, or young adults). (1 paragraph)
 - e. Package Design – A description of the package design for the product. Package examples include a box, can, bag, pouch, or carton. Original packaging ideas are encouraged. Provide an explanation of why the design is the best package for the new product. This explanation should be based on the physical and chemical properties of the product and package. Whenever possible, the package should be constructed. If the package cannot be constructed, a detailed drawing of the package must be provided. (2-3 paragraphs)



- f. Storage and Display Plan – A plan for storing and displaying the product in the store, including an estimate of how long the product can be safely stored and displayed. (1-2 paragraphs)
 - g. Marketing Plan – A marketing plan to promote and advertise the new product. Examples of advertising methods that may be used are a television commercial video or skit, a magazine or newspaper ad, a billboard, or a radio ad or jingle.
2. Each team must give a five to ten minute presentation in class, including their marketing strategy, to introduce and briefly describe the new product to the class. Students must provide the product package (or a detailed drawing of the package design) and enough product sample for a class evaluation of product intent to purchase.

Class Competition:

You will compete with your classmates in a new product development competition. Your product, package, written proposal, and oral presentation will be scored according to the rubric below.

Written Presentation (150 points)

- Originality of Product Idea – 15 points
- Feasibility of Product Idea – 10 points
- Product Name – 5 points
- Product Description – 20 points
- Product Recipe – 25 points
- Target Market – 10 points
- Package Design – 25 points
- Storage and Display Plan – 20 points
- Marketing Plan – 20 points

Note: Assessment of proposal will be based on completeness, clarity, grammar and spelling, and scientific thought.

Product Presentation (50 points)

- Product – 10 points
- Package – 10 points
- Completeness – 8 points
- Clarity and Effectiveness of Oral Communication – 8 points
- Creativity – 4 points
- Peer Judging
 - Presentation – 5 points
 - Peer Intent to Purchase Evaluation – 5 points

Food Science Club New Product Fair:

The University of Georgia Food Science Club will sponsor a New Product Fair to be held at the Food Science and Technology Building on the University of Georgia campus. The winning team from your class will be invited to compete against other Georgia high school students. The New



Product Fair will select one winning project. Each member of the winning team will be awarded a New Product Fair Certificate and a \$50 Savings Bond.

Teams must give a 15 minute presentation. In addition to the product name, description, recipe, target market, storage and display plan, and marketing plan, the presentation must also include the actual product and product package (or a detailed drawing of the package design). Product proposals and presentations will be judged by graduate students and faculty of the University of Georgia Department of Food Science and Technology. Scoring of projects at the New Product Fair will be as follows.

Written Presentation (50 points)

- Originality of Product Idea – 5 points
- Feasibility of Product Idea – 5 points
- Scientific Basis – 10 points
- Completeness of Product Proposal – 15 points
- Quality of Written Communication – 15 points

Product Presentation (100 points)

- Student Appearance is Professional – 5 points
- Creativity – 5 points
- Visual Aids – 5 points
- Product – 15 points
- Package Design – 15 points
- Scientific Thought – 15 points
- Knowledge of Product and Proposal – 15 points
- Clarity and Effectiveness of Oral Communication – 25 points