

Product Development, (2-person Team 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 education materials for the consumer. Participants will demonstrate their knowledge of food science, nutrition, food preparation safety, and educational materials. Participants must prepare an **oral presentation, educational materials and demonstrate creation of product**.

EVENT CATEGORIES

Occupational
Senior

COMPETITION TOPICS

Muffin with Chia Seeds - Black-Whole

TIME REQUIREMENTS: Total Time 75minutes

1. Preparation time 60 minutes
 - a. Set-up
 - b. Prepare
 - c. Assemble
 - d. Clean-up
2. Oral presentation 5 to 10-minute
3. Interview 5 minutes

RULES

1. No alcoholic beverage or liqueurs may be used in the project preparation
2. No embellishment on the product
3. Recipe must be tested by 2 focus groups with evidence provided at presentation
4. Demonstration and assembly will be completed in front of evaluators
5. Bring all necessary product and equipment
6. There is to be no display of school name and/logo on chef coat or equipment cart (may use tape to cover)
7. Will bring a clearly labeled box(es) of equipment and cooler/ice chest(s) to the designated area
8. Ice chests/coolers are to be equipped with independent thermometers
9. Participant will be periodically notified of the time remaining to finish the demonstration
10. Students will do a presentation after product is completed
11. No additional food items can complement the project

APPEARANCE

Uniform	<p>Chef coat/jacket Apron Chef hat or hair covering Industry pants or commercial uniform pants Closed-toe, low heel, kitchen shoes School Name and/ or logo must be covered for Regionals **Must have FCCLA Board approved coat, hat and apron for State Qualifiers</p>
Jewelry and Personal Hygiene	<p>ABSOLUTELY NO JEWELRY Facial hair is permitted if appropriate covering is used Hair is properly restrained with hairnet if hair extends past the neck line Minimal makeup, no cologne or nail polish Hand washing is done frequently</p>

JOB BOOKS

4 Copies	<p>Includes all information: Participant Name – Chapter Number – Event – Product Name Timeline Required Recipe template (at the end of this document) Original prototype formula and modified versions after each test and alteration Highlight changes Prototype formula fits within category Cost per serving Retail cost Resources used Professional presentation Grammar and spelling</p>
Focus groups	<p>Focus Groups: Test One: minimum of five (5) individuals Test Two: minimum of ten (10) individuals, who are intended consumer audience Method of evaluation for each group Evidence Provided – fifteen (15) 4x6 pictures of product in various stages of production and testing</p>
Nutrition Fact Label	<p>FDA guidelines followed to include: Serving size Amount per serving % Daily Value of: Total calories Fat calories Total fat Total carbohydrates Protein Sodium Cholesterol Ingredients Allergy warning Consumption instructions</p>

SAFETY AND SANITATION

Safety	Work station is kept neat, clean and organized in a safe and sanitary manner Food contact surfaces are cleaned and sanitized frequently Proper knife safety is demonstrated and small equipment is handled properly, per industry standards Complete final cleanup
Sanitation	Washes and re-washes hands completely Cleaned and sanitized work area Maintains sanitary work area Prevents cross contamination Area cleaned and sanitized for next participant

ORGANIZATION

Work space	Mise en place executed
Communication skills	Communicates clearly and consistently with team and evaluators Work as an effective, contributing team with workload evenly distributed Displays technical and leadership skills Uses proper vocabulary when speaking with team and evaluator

PRODUCTION TECHNIQUES

Equipment and Techniques	Use proper equipment, tools, products, and techniques in the preparation of food products and garnishes All components of product must be demonstrated in front of evaluators Safely store unused food product Justify portion size All components of product must be demonstrated in front of evaluators
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QUALITY OF PRODUCT

Taste	Freshness Food is served at the proper temperature Appropriate texture based on recipe Consistency in size and shape based on preparation and product Customer Appeal Taste appropriate to product Food products meet industry standards of appropriate taste for each recipe
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ORAL PRESENTATION

	Organization and delivery Explain product choice Knowledge of subject matter Response to evaluator's questions
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SUPPLIES and EQUIPMENT

Participant
Ingredients for event
All necessary equipment to complete project
Cleaning and sanitizing solutions
Towels

Host Site
Oven-conventional or convection (calibrated) (calibration recommended prior to event)
Work surface
Sink area with water source
4 commercial burners minimum
Electric source
Necessary items for sampling
Broom, dustpan and garbage can



RECIPE TEMPLATE

Menu Item	
Number of Portions	
Recipe Source	

[illegible]

Procedure	

PRODUCT DEVELOPMENT

Chapter Number	Student's Names
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Each check is worth 1 point no half points please (Must score 0 – 1)

Appearance	√	Comments	Total 5 Points Max
State Name and Project			
Speaks clearly, firm handshake			
*Chef Coat, Apron, Chef hat or hair covering			
Uniform pants			
No jewelry			
Deduction: MUST be explained			
<i>*State Qualifiers must wear FCCLA Board Approved Coat. Apron, Hat</i>			

Each check is worth 2 point no half points please (Must score 0 - 1- 2)

Job Book	√	Comments	Total 10 Points Max
All information included			
Resources			
Professional presentation with correct formatting			
Correct spelling and grammar			
4 copies of job book			
Deduction: MUST be explained below			
Nutrition Information	√	Comments	Total 10 Points Max
Nutrition Fact Label Complete			
Serving Size			
Cost per serving			
Allergy warning			
Consumption instructions			
Deduction: MUST be explained			
		Initial	

*Job Book Information: Participant Name – Chapter Number – Event – Product Name Timeline Required Recipe Template complete for all recipe(s) Grammar and spelling
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PRODUCT DEVELOPMENT



Chapter Number	Student's Names
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Each check is worth 2 point no half points please (Must score 0 - 1- 2)

Safety	√	Comments	Total 10 Points Max
Maintains clean area as work progresses			
Maintains organized work area and floor			
Follows general safety procedures			
Utilizes tools and equipment safely			
Demonstrate knife safety			
Deduction: MUST be explained			
Sanitation	√	Comments	Total 10 Points Max
Washes and re-washes hands completely			
Cleaned and sanitized work area			
Maintains sanitary work area			
Prevents cross-contamination			
Area cleaned and sanitized for next participant			
Deduction: MUST be explained			

Each check is worth 1 point no half points please (Must score 0 - 1)

Organization	√	Comments	Total 5 Points Max
Mise en place executed			
Uses time and motion properly			
Completes all task efficiently			
Follows direction of recipes in sequence			
Leave competition area within allotted timeframe			
Deduction: MUST be explained			
Initial			

PRODUCT DEVELOPMENT



Chapter Number	Student's Names
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Each check is worth 2 point no half points please (Must score 0 - 1- 2)

Product Utilization and Waste	√	Comments	Total 10 Points Max
Proper procedure followed for waste			
Proper procedure followed for usable waste			
All unused frostings/fillings properly stored			
All items properly labeled and dated			
Knowledge of current industry trends			
Deduction: MUST be explained			
Product Techniques	√	Comments	Total 10 Points Max
Uses appropriate preparation techniques			
Uses specific ingredient listed by the state			
Palatable color			
Appropriate portion size			
Final product is completed in front of evaluators			
Deduction: MUST be explained			
Quality of Product	√	Comments	Total 10 Points Max
Freshness			
Appropriate texture based on recipe			
Consistency in size and shape based on preparation and product			
Taste appropriate to product			
Customer appeal			
Deduction: MUST be explained			
Initial			

PRODUCT DEVELOPMENT



Chapter Number	Student's Names
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Each check is worth 2 point no half points please (Must score 0 - 1- 2)

Focus Group Summary and Evidence	√	Comments	Total 10 Points Max
Evidence of product testing			
Evidence of evaluation method for each group			
Evidence of feedback			
Justification of recipe changes			
15 pictures of product in various stages of production			
Deduction: MUST be explained			

Interview	√	Comments	Total 10 Points Max
Speaks clearly, pitch, tempo, volume			
Knowledge of subject matter			
Correct grammar and terminology			
Body language			
Response to evaluators			
Deduction: MUST be explained			
Initial			

PRODUCT DEVELOPMENT POINT SUMMARY

Chapter Number	Student Name

Content Area	Possible Points	Points
Page 1 <ul style="list-style-type: none"> • Appearance • Job Books • Nutrition Information 	25 possible points	
Page 2 <ul style="list-style-type: none"> • Safety • Sanitation • Organization 	25 possible points	
Page 3 <ul style="list-style-type: none"> • Product Utilization and Waste • Product Techniques • Quality of Product 	30 possible points	
Page 4 <ul style="list-style-type: none"> • Focus Group Summary and Evidence • Interview 	20 possible points	

** State		
Online Orientation Certificate	3 possible points	
Total Points		
Tally Room Initial		

<u>Regional Ratings</u>	<u>State Ratings</u>
Gold 90 -100	Gold 93-100
Silver 75-89	Silver 75-92
Bronze 74 and below	Bronze 74 and below