



PRODUCT DEVELOPMENT



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

Cookie

Sustagrain flour blend with the wheat flour – sponsored this year registered chapters will receive the flour in December

TIME REQUIREMENTS: Total Time 75minutes

1. Report to the designated area 10 minutes before the assigned time
2. Orientation/ Introduction -5 minutes
 - a. Show Station
 - b. Hand sink
 - c. Electricity
 - d. Introduction and hand shake
3. The time for preparation/presentation begins when the judge says go – 75 minutes
4. Set-Up
5. Prepare
6. Assemble
7. Present
8. Clean-Up and station returned for next competitor
9. Timer stops at 75 minutes and participant stops everything immediately
10. Interview/Presentation: 10 minutes

RULES

1. No alcoholic beverage or liqueurs may be used in the project preparation
2. No embellishment on the product
3. Demonstration and assembly will be completed in front of evaluators
4. Bring all necessary product and equipment
5. Participant will bring equipment and cooler/ice chest(s) to the designated area
6. Participant will be periodically notified of the time remaining to finish the demonstration
7. No additional food items can complement the project
8. Recipe must be tested by 2 focus groups with evidence provided at presentation
9. Students will do a presentation after product is completed

APPEARANCE

| | |
|------------------------------|---|
| Uniform | 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 |
| Jewelry and Personal Hygiene | 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 |

JOB BOOKS

| | |
|----------------------|--|
| 2 Copies | Includes all information: Participant Name – Chapter Number – Event – Product Name – Timeline - Photos 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 - presentation cover or notebook binder Grammar and spelling |
| Nutrition Fact Label | 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 |

SAFETY AND SANITATION

| | |
|------------|---|
| Safety | <ul style="list-style-type: none"> Work station is kept neat, clean and organized in a safe and sanitary manner Safe operation of equipment and tools Proper knife safety is demonstrated, and small equipment is handled properly, per industry standards Complete final cleanup |
| Sanitation | <ul style="list-style-type: none"> 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 | <ul style="list-style-type: none"> 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 | <ul style="list-style-type: none"> 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 |
|--------------------------|---|

QUALITY OF PRODUCT

| | |
|-------|---|
| Taste | <ul style="list-style-type: none"> 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 |
|-------|---|

ORAL PRESENTATION

| | |
|---------------|--|
| | <ul style="list-style-type: none"> Organization and delivery Explain product choice Knowledge of subject matter Response to evaluator's questions |
| Display Board | <ul style="list-style-type: none"> Focus Groups: <ul style="list-style-type: none"> Test One: minimum of five (5) individuals Test Two: minimum of ten (10) individuals Method of evaluation for each group Evidence Provided – fifteen (15) 4x6 pictures of product in various stages of production and tasting |



PRODUCT DEVELOPMENT



SUPPLIES and EQUIPMENT

| Participant |
|---|
| Ingredients for event |
| All necessary equipment to complete project |
| Cleaning and sanitizing solutions – test kit – proof provided |
| Towels |
| Cooler/ice chest for ingredients |
| Disposable gloves |
| Display for presentation |

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



PRODUCT DEVELOPMENT



| | |
|------------------------|----------------------|
| Chapter Number: | Student Name: |
|------------------------|----------------------|

Must score 0 – 1 (no half points please)

| APPEARANCE | Pts | Comments | Total 5 Points |
|--|-----|----------|----------------|
| State Name and Project | | | |
| Speaks clearly, firm handshake | | | |
| Chef Coat, apron, uniform pants, closed-toe, low heel, kitchen shoes | | | |
| Chef hat or hair covering | | | |
| No jewelry | | | |
| Deduction: MUST be explained | | | |
| *State Qualifiers must wear FCCLA Board Approved Coat, Apron, Hat | | | |

Must score 0 – 1 - 2 (no half points please)

| JOB BOOK | Pts | Comments | Total 10 Points |
|---|-----|----------|-----------------|
| *Includes all information (see below) | | | |
| Provide recipe(s) on required template | | | |
| Professional presentation - presentation cover or notebook binder | | | |
| Correct spelling and grammar | | | |
| 2 copies of job book | | | |
| Deduction: MUST be explained below | | | |
| NUTRITION INFORMATION | Pts | Comments | Total 10 Points |
| Nutrition Fact Label Complete | | | |
| Serving Size | | | |
| Cost per serving | | | |
| Allergy warning | | | |
| Consumption instructions | | | |
| Deduction: MUST be explained | | | |

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

Judge
 Initial _____

Set/Record Clock Timer: _____



PRODUCT DEVELOPMENT



| | |
|------------------------|----------------------|
| Chapter Number: | Student Name: |
|------------------------|----------------------|

Must score 0 – 1 - 2 (no half points please)

| SAFETY | Pts | Comments | Total 10 Points |
|---|-----|----------|-----------------|
| 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 | Pts | Comments | Total 10 Points |
| 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 | | | |

Must score 0 – 1 (no half points please)

| ORGANIZATION | Pts | Comments | Total 5 Points |
|--|-----|----------|----------------|
| 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 | | | |

Judge _____
 Initial _____



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| Chapter Number: | Student Name: |
|------------------------|----------------------|

Must score 0 – 1 - 2 (no half points please)

| PRODUCT UTILIZATION AND WASTE | Pts | Comments | Total 10 Points |
|--|-----|----------|-----------------|
| Proper procedure followed for waste | | | |
| Proper procedure followed for usable waste | | | |
| All unused frostings/fillings properly stored | | | |
| All items properly labeled and dated | | | |
| All items properly dated | | | |
| Deduction: MUST be explained | | | |
| PRODUCT TECHNIQUES | Pts | Comments | Total 10 Points |
| 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 | Pts | Comments | Total 10 Points |
| 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 | | | |

Judge _____
 Initial _____



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| | |
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| Chapter Number: | Student Name: |
|------------------------|----------------------|

Must score 0 – 1 - 2 (no half points please)

| FOCUS GROUP SUMMARY AND EVIDENCE | Pts | Comments | Total 10 Points |
|--|-----|----------|-----------------|
| 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 | | | |
| PRESENTATION AND INTERVIEW | Pts | Comments | Total 10 Points |
| Speaks clearly, pitch, tempo, volume | | | |
| Knowledge of subject matter | | | |
| Correct grammar and terminology | | | |
| Body language | | | |
| Response to evaluators | | | |
| Deduction: MUST be explained | | | |

Judge
Initial _____

Record Clock Timer: _____