



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
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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
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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



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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



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Chapter Number:	Student Name:
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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:
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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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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 _____

Record Clock Timer: _____



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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 _____