



FOOD INNOVATIONS VIRTUAL



Food Innovations, an *individual or 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 a marketing strategy. Participants will demonstrate their knowledge of food science, nutrition, food preparation safety, and product marketing. Participants must prepare an **electronic display**, suggested **product packaging**, and a **video presentation**.

***2020 -2021 COMPETITION TOPICS – Vintage Baking Recipes to Modern Recipes**

EVENT LEVEL:

Level One (through grade 8)

Level Two (grades 9-10)

Level Three (grades 11-12)

CONTENT STANDARDS ALIGNMENT

See OhioFCCLA.org (Adviser Tab) for detailed event alignment information to course content standards, national educational initiatives, and standards.

CAREER CLUSTERS

- Hospitality and Tourism
- Information Technology

ELIGIBILITY & PROCEDURES

1. Review “Eligibility and General Rules for All Levels of Competition” in national STAR event manual prior to event planning and preparation.
2. Each entry must post all required documents (as specified below) to their online folder.
3. All projects must be developed and completed during a one-year span beginning July 1 and ending June 30 of the school year and must be the work of the participants.
4. Chapters must verify accessibility of documents to the public, as Ohio FCCLA will not be able to assist with this verification. Each entry must have the following items posted to their project folder:
 - Electronic Display
 - i. Participants must submit one (1) file with all slides, in order for viewing. It must be submitted as a PDF file, and not a downloadable PPT file (multiple scanned images files are not allowed) (Not all evaluators may have access to PowerPoint.)
 - ii. May use digital programs such as Keynote, Carnva, Venngage, Slidebean, Animoto
 - One (1) oral presentation video needs to be available for public view and the URL should be included in the PDF file. Options include:
 - i. Embedded video
 - ii. Video link provided to direct source such as YouTube, Vimeo, or Google Drive
 - iii. Video files which require the reviewer to download are NOT allowed due to their potential size



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TECHNOLOGY TIPS

1. Documents must be available and publicly accessible (check settings to ensure they can be viewed outside of the school district network)
2. All files must be clearly labeled using a descriptive file name, e.g. “Leadership – Level 2 – Gonzales.”
3. Be sure to publish all content. Have someone outside of your network check for access. Any document requiring additional access (such as Google doc) will not be able to be reviewed. Only documents that can be opened and viewed by the evaluation team can be scored!

GENERAL INFORMATION

| | |
|------------------------------|--|
| Submission of Project | There will be a specific timeline to upload documents/videos into the competition folder If the deadline is missed the project will not be evaluated Folder Name will be Chapter Name & Number_ Event Name_Level |
| Scoring Breakdown | Each team member will take the test – scores will be averaged Electronic Display – team score Presentation Video – team score |

| Number of Participants per Entry | Prepare Ahead of Time | Competition Dress Code | Maximum Number of Slides, optional | Maximum Oral Presentation Time |
|----------------------------------|---|---------------------------------|------------------------------------|--------------------------------|
| 1 - 3 | Electronic Display Product Packaging Presentation Video | Official FCCLA jacket preferred | 45 | 10 minutes |

| ELECTRONIC DISPLAY SPECIFICATIONS | | |
|-----------------------------------|---|---|
| 1 slide | <i>Project Identification Page</i> | Plain slide – no graphics or decorations Information must include: Participants name – chapter name – school – city- event name and project title |
| 1 slide | <i>Evidence of Online Project Summary Sheet</i> | Complete the online project summary form located on the “Surveys” tab of the FCCLA Portal and include proof of submission in the portfolio. |
| 2 slides | <i>FCCLA Planning Process Summary Page</i> | Include how each step of the <i>Planning Process</i> was used to plan and implement the project. |
| Up to 3 slides | <i>Content Divider Pages</i> | Content divider/section may contain a title, a section name, graphic elements, thematic decorations. They must not include any other content. |



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| | | |
|-----------------|--|---|
| Up to 5 slides | <i>Original Prototype Formula(s)</i> | <p>Present an original <i>prototype formula(s)</i> and the modified version(s) after each test and alteration, including the final formula(s).</p> <p>Changes from the previous version should be highlighted in each modified formula.</p> <p>The original <i>prototype formula(s)</i> must fit within the participants' level of the national food product topic.</p> <p>The final formula(s) may be from any stage of development, sufficient evidence is given to support the choice of the final formula(s) as the best option for manufacturing.</p> |
| Up to 5 slides | <i>Product Testing Method</i> | <p>Participants will test their formula in <i>focus groups</i> and modify it two times. <i>Focus groups</i> should follow the following guidelines:</p> <ul style="list-style-type: none"> Test #1—minimum five (5) individuals Test #2—minimum ten (10) individuals, who are part of the intended consumer <i>audience(s)</i> of the product. <p>Display the method of evaluation for each stage of testing and include a sample of both negative and positive results from each stage.</p> <p>Selection of final product may occur at any stage of product testing.</p> |
| Up to 10 slides | <i>Process Storyboard</i> | <p>Show pictures of the product at various stages of production and testing.</p> |
| Up to 10 slides | <i>Nutrition Information</i> | <p>Level 1 —list of nutrients (no amounts needed) found in the product, exhaustive list of ingredients, allergy warnings, and consumption instructions, if needed.</p> <p>Level 2 and Level 3—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.</p> |
| Up to 4 slides | <i>Equipment, Safety, and Sanitation</i> | <p>Develop a list of equipment used and safety precautions taken to ensure a safe test kitchen and sanitary product.</p> |
| 2 slides | <i>Product Summary</i> | <p>Includes product name, target market, appeal of product to target <i>audience</i>.</p> |
| 2 slides | <i>Actual and Suggested Pricing</i> | <p>Determine the actual cost of producing one serving and one package of the product.</p> <p>Develop a suggested price for retailing the product.</p> |
| | <i>Appearance</i> | <p>Slides must be neat, legible, professional</p> <p>Use correct grammar and spelling</p> |



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| SUGGESTED PRODUCT PACKAGING | |
|--|---|
| Provide evidence of the intended product container, in addition to the display. | |
| Design Effectiveness | The drawing or <i>model</i> 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. |
| Marketability | The packaging should be appealing to the target <i>audience</i> and contain all of the appropriate information to be ready for sale. Minimum information required: <ul style="list-style-type: none"> – Product Name – Nutrition Facts Label – Ingredient List – Allergy Warning – Consumption Instructions Net Weight |
| Appearance | The drawing or <i>model</i> must be neat, legible, <i>professional</i> , and visually appealing. |

| VIDEO PRESENTATION SPECIFICATIONS | |
|---|--|
| Organization/Delivery | Deliver oral presentation in an organized, sequential manner, concisely and thoroughly summarize project. |
| Connection to Family and Consumer Sciences/ Career Fields Standards | Describe relationship of project content to Family and Consumer Sciences/Career Fields standards. |
| Knowledge of Self | Demonstrate thorough knowledge of self and the ways in which he/she grew during the project. |
| Use of Slides During Presentation | Use of slides to support, illustrate, or complement presentation. Can NOT use a voice over with the slides. |
| Voice | Speaks clearly with appropriate pitch, tempo, and volume. |
| Body Language/ Clothing Choice | Use appropriate body language including gestures, posture, mannerism, eye contact, and appropriate handling of notes or note cards if used. Wear appropriate clothing for the nature of the presentation. |
| Grammar/Word Usage/ Pronunciation | Use proper grammar, word usage, and pronunciation. |



CAREER DEVELOPMENT EVENTS POINT SUMMARY FORM FOOD INNOVATIONS



Name of Member(s) _____

Chapter Name _____ Chapter Number _____ State _____

Team # _____ Station # _____ Level _____

1. Make sure all information at top is correct. If a student named is not participating, cross their name (s) off. If a team does not show, write "No Show" across the top and return with other forms. Do **NOT** change team or station number.
2. At the conclusion of evaluation, verify evaluator scores and fill in information below. Calculate the final score and ask for evaluators' verification. Place this form in folder with the completed rubrics.
3. At the end of the evaluation, double check all scores, names, and team numbers to ensure accuracy. Be sure there is **NOT** a 15-point discrepancy.
4. Make sure comments have been added.
5. Check with the Lead or Assistant Lead Consultant if there are any questions regarding the evaluation process.

| ROOM CONSULTANT CHECK | | | Points |
|--|---|--|---------|
| Event Online Orientation Documentation | 0 Official documentation not provided at presentation time | 2 Official documentation provided at presentation time with adviser signature | |
| Folder | 8 points Labeled correctly Documents/Video labeled correctly Public accessible All documents uploaded by designated date | | |
| TOTAT SCORE ABOVE | | | |
| Test Scores | Participant _____ Participant _____ Participant _____ Total Team Score _____ | Total Team Score _____ Divided by # of participants on team _____ -Average Team Score _____ (20 points possible) | |
| Evaluators' Scores | Evaluator 1 _____ Evaluator 2 _____ Evaluator 3 _____ | | Average |
| Final Points | 100 points <i>Rounded only to the nearest hundredth (i.e. 79.99 not 80.00)</i> | | |

RATED ACHIEVED (*mark one*)

_____ Gold 90 – 100 _____ Silver 70 – 89.99 _____ Bronze 1 – 69.99

Room Consultant Signature (*electronic*) _____



FOOD INNOVATIONS RUBRIC



Participants Name _____

Chapter # _____ State ____ Team # ____ Station # ____ Level ____

| SLIDES | Possible Points 5 /Comments | Points |
|---|--|--------|
| Viewable format for evaluators Contains no more than 45 slides Table of Content and Divider pages meet requirements listed Appearance of slides, neat, legible Storyboard arranged well | | |
| FCCLA PLANNING PROCESS | Possible Points 10 /Comments | |
| Used to plan the project Steps explain in detail Articulated with clear steps Evaluation methods stated Analyzed the impact of the project | | |
| ORIGINAL PROTYPE FORMULA | Possible Points 10 /Comments | |
| Well – written documentation Meets current food product topic Changes are tracked Final formula meets product goals Extensive understanding of scientific and culinary principles | | |
| NUTRITION INFORMATION | Possible Points 10 /Comments | |
| Nutrition Information is complete* Created a Nutrition Label Followed FDA guidelines Allergy warning listed Consumption instructions listed | | |

**** Level 1** —list of nutrients (no amounts needed) found in the product, exhaustive list of ingredients, allergy warnings, and consumption instructions, if needed.

Level 2 and Level 3—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.



FOOD INNOVATIONS RUBRIC



| | | |
|--|--|--|
| EQUIPMENT – PRODUCT SUMMARY - PRICING | Possible Points 10 /Comments | |
| Equipment list is complete Knowledge of safety and sanitation procedures Product summary is through and well – written Cost per serving is accurate Suggested price appropriate | | |
| SUGGESTED PRODUCT PACKAGING | Possible Points 10 /Comments | |
| Design effectiveness – creativity and innovative Description of materials used Contains required information Customer visual appeal Packaging is professional looking | | |
| PRESENTATION | Possible Points 5 /Comments | |
| Clothing Choice Voice- pitch, tempo, volume Body Language Grammar – Word usage -pronunciation Meets presentation time requirement | | |
| PRESENTATION CONTENT | Possible Points 10 /Comments | |
| Knowledge of Subject Matter Relationship of Family and Consumer Sciences/Career Field Coursework Use of slides during Presentation Organization, seamless and relevant Delivery, eye contact, holds audience interests | | |