



**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

\*Cannot combine grade levels

\*\*One team per school

## COMPETITION TOPICS

1. Must use Soft Red Winter Wheat only
2. Category will be determined each year Cookie

## 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. Will bring a clearly labeled box(es) of equipment and cooler/ice chest(s) to the designated area
2. Ice chests/coolers are to be equipped with independent thermometers
3. No alcoholic beverage or liqueurs may be used in the project preparation
4. No embellishment on the product
5. Recipe must be tested by 2 focus groups with evidence provided at presentation
6. Must use only Soft Red Winter Wheat as flour
7. May not use yeast
8. Participant will be periodically notified of the time remaining to finish the demonstration



## APPEARANCE

Uniform	<p>Chef coat/jacket          Industry pants or commercial uniform pants          Apron          Hair covering or chef hat          Closed-toe, low heel, kitchen shoes          School Name and/ or logo must be covered</p>
Jewelry and Personal Hygiene	<p><b>ABSOLUTELY NO JEWELRY</b>          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          Professional presentation          Grammar and spelling          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</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	<p>Work station is kept neat, clean and organized in a safe and sanitary manner</p> <p>Food contact surfaces are cleaned and sanitized frequently</p> <p>Proper knife safety is demonstrated and small equipment is handled properly, according to industry standards</p> <p>Complete final cleanup</p>
Sanitation	<p>Washes and re-washes hands completely</p> <p>Cleaned and sanitized work area</p> <p>Maintains sanitary work area</p> <p>Prevents cross contamination</p> <p>Area cleaned and sanitized for next participant</p>

## ORGANIZATION

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

## PRODUCTION TECHNIQUES

Equipment and Techniques	<p>Use proper equipment, tools, products, and techniques in the preparation of food products and garnishes</p> <p>Use proper amount of <b>Soft Red Winter Wheat</b> in food production</p> <p>All components of product must be demonstrated in front of evaluators</p> <p>Safely store unused food product</p> <p>Justify portion size</p> <p>All components of product must be demonstrated in front of evaluators</p>
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## QUALITY OF PRODUCT

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

	<p>Organization and delivery</p> <p>Explain product choice</p> <p>Knowledge of subject matter</p> <p>Response to evaluator's questions</p>
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## SUPPLIES and EQUIPMENT

Participant	Host Site
Ingredients for event	Soft Red Winter Wheat
All necessary equipment to complete project	Work surface
Cleaning and sanitizing solutions	Sink area with water source
Towels	Electricity Source
	Mixer
	Necessary items for sampling
	Broom, dustpan, and garbage can



## PRODUCT DEVELOPMENT RUBRIC

<b>Chapter Number</b>	<b>Student's Names</b>
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**Instructions:** Write positive, constructive comments to help participants identify their strengths and areas for improvements.  
**Indicators met must be checked.**

**Points deducted MUST be explained in the comments section.**

<b>Appearance</b>	√	<b>Comments</b>	<b>Total 5 Points Max</b>
State Name and Project	<input type="checkbox"/>		
Speaks clearly, firm handshake	<input type="checkbox"/>		
Chef Coat, uniform pants, apron	<input type="checkbox"/>		
Chef hat or hair covering	<input type="checkbox"/>		
No jewelry	<input type="checkbox"/>		
<b>Deduction: MUST be explained</b>			
		Initial	

<b>Job Book</b>	√	<b>Comments</b>	<b>Total 10 Points Max</b>
All information included	<input type="checkbox"/>		
Correct spelling and grammar	<input type="checkbox"/>		
Professional presentation with correct formatting	<input type="checkbox"/>		
Resources	<input type="checkbox"/>		
4 copies provided with recipe of items	<input type="checkbox"/>		
<b>Deduction: MUST be explained below</b>			
		Initial	



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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	√		
<b>Deduction: MUST be explained</b>	√		
Initial			

Nutrition Information	√	Comments	Total 10 Points Max
Nutrition Fact Label Complete	√		
Serving Size	√		
Cost per serving	√		
Allergy warning	√		
Consumption instructions	√		
<b>Deduction: MUST be explained</b>	√		
Initial			



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**Points deducted MUST be explained in the comments section.**

Safety	√	Comments	Total 10 Points Max
Maintains clean area as work progresses	<input type="checkbox"/>		
Maintains organized work area and floor	<input type="checkbox"/>		
Follows general safety procedures	<input type="checkbox"/>		
Utilizes tools and equipment safely	<input type="checkbox"/>		
Demonstrate knife safety	<input type="checkbox"/>		
<b>Deduction: MUST be explained</b>			
Initial			

Sanitation	√	Comments	Total 10 Points Max
Washes and re-washes hands completely	<input type="checkbox"/>		
Cleaned and sanitized work area	<input type="checkbox"/>		
Maintains sanitary work area	<input type="checkbox"/>		
Prevents cross-contamination	<input type="checkbox"/>		
Area cleaned and sanitized for next participant	<input type="checkbox"/>		
<b>Deduction: MUST be explained</b>			
Initial			



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**Indicators met must be checked.**

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Organization	√	Comments	Total 10 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			
<b>Deduction: MUST be explained</b>			
Initial			

Product Techniques	√	Comments	Total 10 Points Max
Uses appropriate preparation techniques			
Used only Soft Red Winter Wheat			
Palatable color			
Appropriate portion size			
Final product is completed in front of evaluators			
<b>Deduction: MUST be explained</b>			
Initial			





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**Instructions:** Write positive, constructive comments to help participants identify their strengths and areas for improvements.  
**Indicators met must be checked.**

**Points deducted MUST be explained in the comments section.**

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			
<b>Deduction: MUST be explained</b>		Initial	

Interview	√	Comments	Total 15 Points Max
Speaks clearly, pitch, tempo, volume			
Knowledge of subject matter			
Correct grammar and terminology			
Body language			
Response to evaluators			
<b>Deduction: MUST be explained</b>		Initial	