

2020 Iowa FFA Marketing Scenario Food Science CDE – Food Product Development

Memorandum to: Product Development Team
From: Marketing Research and Development
Subject: Development of a convenience breakfast product

Task/Objective: Your team is to design a convenience breakfast product to meet the needs of the target market described below. It should include pricing and nutritional information. In addition, the targets for the product are (per serving): 400 to 600 calories, > 12 grams protein, < 20 grams total fat and < 80 grams carbohydrates.

The newly-issued Dietary Guidelines for Americans emphasizes choosing healthier, nutritionally-balanced foods for all meals and snacks, particularly breakfast. An important group of consumers is the teenage (13-17 years old) customer. According to the National Institute of Health, 62% of all teenagers begin the day without eating breakfast, or with a poor choice of high fat breakfast foods with little nutritional value. With the demands of schoolwork, extracurricular activities, and too little sleep, many teenagers cite being in a hurry or having too little time to eat as the reasons for failure to eat breakfast. One of the most serious consequences due to failure to eat breakfast is a decreased metabolism resulting in an inability to concentrate during the school day.

Since it is extremely unlikely that teenagers' schedules will become less demanding, a tremendous market potential exists for a highly convenient breakfast product that tastes good. Also, because teenagers tend to eat what is readily available, the successful product will appeal to the primary food purchaser of the household—typically adult women.

Since the typical teenager consumes over \$1,300 in “convenience foods” per year, a well-developed highly appealing product presents excellent potential for an increase in total sales and profit for the company. Focus group research indicates show the ideal final price of such a product should be somewhere between \$2.00-\$3.50 per item. In addition to the cost of producing the breakfast product based on the ingredients of the product, there is a cost of \$.30 per serving associated with packaging, labeling, marketing, and distributing the product. The company needs to make at least a 20% profit, on top of the cost of production, packaging, labeling, marketing, and distribution, to be competitive in this market. While accomplishing this, we expect the product to include a minimum of four main components. However, your team may choose to include more than four components.

Your team needs to develop a nutritious and delicious convenience breakfast product to improve the breakfast eating habits of teenagers. Remember, your team needs to address concerns such as: economics, nutrition, quality control, product safety, equipment, distribution, and formulations. In other words, explain why you chose to create the product you created and how such a product meets the needs described above. You also need to identify a catchy name for this product and design the front label so as to attract the target audience. This is a team event and it is very important for your group to equally present material and provide answers to the judge's questions.

Teams should also prepare a reasonably accurate nutritional analysis label for their product.

Nutritional and Price Information

Food Item	Unit serving size (oz. mass)	Calories	Fat (g)	Sodium (mg)	Carbs (g)	Potassium (mg)	Sugar (g)	Protein (g)	Price (per serving)
Bagel	3.6	310	3	440	58	0	5	11	\$0.72
Waffle	1.2	105	4.5	230	13	0	2	2	\$0.12
Pancake	1	70	1.1	200	13	0	2.7	2	\$0.14
French Toast	2	120	3	170	20	0	3	4	\$0.32
Tortilla	1	140	3	450	24	0	0	4	\$0.20
Vegetable sausage	1.75	135	6.5	310	6	0	1.5	15	\$0.63
Ham	2	180	16	620	1	0	1	7	\$0.36
Sausage	1.2	120	11	130	0	0	1	4.5	\$0.37
Bacon	1.6	55	4.5	230	0	0	0	3.5	\$0.50
Egg	2.4	70	4.5	65	1	0	0	6	\$0.12
Cheddar Cheese	1	110	9	180	1	0	0	7	\$0.21
Mozzarella cheese	1	80	6	170	1	0	0	8	\$0.21
Hummus	1.5	70	0	20	23	0	0	9	\$0.15
Red Pepper Strips	1	6	0	0	1	55	1	0	\$0.13
Jalapeno Pepper	1	5	0	410	0	0	0	0	\$0.25
Green Onion	1	10	0	5	2	70	1	0	\$0.13
Black Olives	.5	25	2.5	125	1	0	0	0	\$0.17
Salsa	1	10	0	250	2	0	2	0	\$0.19
Syrup	2	210	0	140	52	0	31	0	\$0.22

Conversion factors: 16 oz. (mass) = 1 lb = 454 gram

2020 Iowa FFA Food Science Product Development Information

Chapter name: _____

Criterion	Points Possible	Points Earned
Objective met – to develop a convenience breakfast product	50	
All required parts of the principle display panel (PDP) are present.	50	
All required elements are on the Information Panel.	50	
Relatively correct placement of PDP and Information Panel.	50	
Reasonability close nutritional panel.	50	
Communication skills/oral presentation (clear, logical, easy to understand, confidence in presentation and of the information presented).	50	
Ability to answer questions about the product.	50	
Did all team members contribute?	50	
Overall Score	400	