

TEXAS FFA FOOD SCIENCE CDE
PRODUCT DEVELOPMENT COMPETITION
Product Development – Package

The team will be given a scenario based on the product. They will be required to develop the product based on a certain ethnic, age, or other demographic qualification. They need to be able to explain WHY they selected each ingredient. It's important to not only consider the product scenario, but also the impact of the ingredients on the quality, shelf-life and safety.

The team should discuss the package and why they selected certain ingredients for the product in their presentation.

The package is also very important and here is some information for the package:

Required Elements

1. Product name *
2. Standard of Identity*
3. Net Weight*
4. Name and address of processor or distributor@
5. Nutrition Information%
6. Ingredient list in order of Weight directly below Nutrition panel%

Notation Key

*Front of Package

@Side or front of package

%Side or back of package

Optional Information

1. Safe Handling and/or keep/refrigerated, frozen, etc
2. Recipes
3. Other relevant information

HINTS:

1. Product Name: Use an original name. Think of some ideas before the contest.
2. Standard of Identity: Each food has a name. Look on food labels for the standards. Ie. Fruit Loops is the Product Name, but "multi-grain cereal" is the standard of identity.
3. Net weight can be calculated from the ingredient list (see below). This is the TOTAL Weight
4. Name and Address: Make up an original company name/address
5. Nutrition Information

NUTRITION LABEL

Instructions on how to make a nutrition label can be found at the following website:

<http://vm.cfsan.fda.gov/~dms/foodlab.html>

Make the nutrition label LOOK like this!!! It needs to be in the correct order and contain all the information that can be taken from the information given in the product grid. Study this before the contest and be ready to reproduce it.

6. Ingredients

LIST IN ORDER OF WEIGHT!!!! This is a common mistake!!!

In General, STUDY FOOD LABELS for ideas (product names, colors, location of information, other information to make your product unique.)

The following type information will be given to you in the contest in addition to the scenario. You will CHOOSE which ingredients to use based on a scenario we give you. For example we may ask you to make a “healthy” product or something for children. During the presentation we will ask you about WHY you chose the ingredients you chose. WE will also ask you about equipment or packaging materials you might use during the process. You should also know about nutritional or food safety issues associated with the WHOLE product or INDIVIDUAL ingredients of the product. These are just a few things you should think about when preparing for the contest.

The ingredients below were used to develop a “healthy” pizza. Use it to practice and think about why you chose the ingredients you chose. This is what the ingredient list will look like that you will be given at the contest (with different ingredients of course).

NUTRITION INFORMATION FOR PIZZA INGREDIENTS

Food Item	Measure (1serving)	Weight (Grams)	Kcalories (for 1 serving)	Protein (grams)	Fat (gram)	Cholesterol (milligrams)	Carbohydrates (grams)	Sodium (milligrams)
Meat and Meat Substitutes								
Diced chicken	3 oz	42	110	19	3	55	1	770
Soy pepperoni	16 slices	48	70	14	0	0	4	480
Canadian bacon	16 slices	47	75	9	5	30	0	580
Pork sausage	2 oz	56	230	9	21	45	1	610
Cheese and Substitutes								
Tofu	6 oz	110	105	18	1.5	0	3	185
Mozzarella	6 oz	62	180	16	12	40	1	460
Pizza Crust								
Boboli Crust (small)	1 small	114	300	6	6	0	25	600
Vegetables and Fruit								
Onion	3 oz	45	32	0	0	0	6	0
Bell pepper	3 oz	42	25	0	0	0	7	0
Mushrooms	3 oz	30	40	0	0	0	6	0
Green olives	1 oz	28	20	0	4	0	2	720
Black olives	1 oz	30	25	0	3	0	2	115
Pineapple	2 oz	62	35	0	0	0	9	10
Pizza Sauce								
Traditional	4 oz	125	45	2	0	0	9	570
Light traditional	4 oz	125	40	2	0	0	9	420