

# Creating a New Food Product

## HFA 4M 1Course Culminating Activity

**Due Date: June 17th**

Course Hours: 24 Hours

For this task you will work to design and market a new food product. The product must meet an identified need in the marketplace, follow market trends, and must have significant nutritional value.

Mark Breakdown:

- |   |          |
|---|----------|
| • Market Research Planning Sheet(Survey)      | 15 marks |
| • Nutritional Planning Sheet(Nutrition Label) | 15 marks |
| • Packaging (Packaging)                       | 20 marks |
| • Marketing (Presentation)                    | 25 marks |
| • POSSIBLE 5 MARK BONUS                       |          |
| • Written Report                              | 65 marks |

TOTAL: 140 marks

### **Market Research**

In this phase you will be identifying the type of product that you would like to create. You need to consider things like target audience, market need, and current food trends. You will then use primary research to predict the success of your food product.

#### **Market Research Planning Sheet:**

STEP 1: (1 mark)

Identify your target market. To whom are you directing your product? (e.g., young children, teenagers, parents, athletes, older adults)

STEP 2: (2 marks)

What are some current nutritional concerns? (Think back to Unit 1) What is a product you can create that might address these current concerns?

STEP 3:(2 marks)

What current food trend(s) would you like to incorporate into your product? How are you going to do this?

STEP 4: (10 marks)

Create a survey that will help you research the primary needs of the marketplace and how those needs might best be addressed. You must find out if your planned product has a good chance of being successful.

Your questionnaire should contain at least 15 questions. Information you should be trying to find out is: Will people buy it? What type of packaging will work best? What price will they pay? What will be the best way to advertise and promote it?

Your questionnaire must be distributed to a minimum of 30 people who fit your target audience. After distributing your survey, tally your results and analyze. Each questionnaire should be accompanied by a graph that will be integrated into your final report.

	Level 1	Level 2	Level 3	Level 4
<b>Knowledge and Understanding</b> •Identify appropriate target audience for survey. •Plan and design questionnaire that allows researchers to obtain needed information.				
<b>Thinking and Inquiry</b> •Create questions that identify the various factors that impact food choices (i.e., stages of lifecycle, psychological, emotional, physical, economic). •Perform a thorough analysis of questionnaire data.				
<b>Communication</b> •Effectively communicates the results of survey and inquiries using graphs, charts, written reports. •Plan, conduct, and summarize investigation				
<b>Application</b> •Demonstrate effective use of data collection skills and methods, including questionnaires, interviews, and surveys.				



STEP 3:

Consider serving size. How many grams is going to be your serving size? Is a whole package one serving size?

STEP 4:

Calculate nutritional values per serving size. Record this in a nutritional label.

STEP 5:

Calculate the percent daily value for Calories, Carbs, Fibre, Sugar, Sodium, Protein, and Fat.

## **Packaging**

You will need to design and create the packaging for your product. Examine new and innovative ways of packaging. How can you best address concerns about shipping, safety, convenience, and storage?

### **Packaging Planning Sheet**

STEP 1: (2 marks)

What medium of packaging will you use? What are three advantages to using this type of packaging compared to other types?

STEP 2: (2 marks)

List how your packing will act to contain, protect, communicate, and make consumption easier for consumers.

STEP 3: (2 marks)

Describe you primary, secondary, and tertiary packaging.

STEP 4: (2 marks)

List four legal requirement you are going to include on your packaging. NOTE: One of these must be your food label you created in the second section.

STEP 5: (2 mark)

Choose one nutritional claim to include with your product. Be sure your product meets these criteria.

STEP 6: (10 marks)

CREATE your primary packaging. Your product should be appealing, and add to the market appeal of your product. It should be practical and convenient for consumers, attractive, and act to market your product. It must contain all legal requirements, along with your nutritional claim.

	Level 1	Level 2	Level 3	Level 4
<b>Knowledge and Understanding</b> <ul style="list-style-type: none"><li>•Identify primary, secondary, and tertiary packaging.</li><li>•Ensure product meets appropriate nutritional claims.</li></ul>				
<b>Thinking and Inquiry</b> <ul style="list-style-type: none"><li>•Student uses appropriate packaging for their product.</li></ul>				
<b>Communication</b> <ul style="list-style-type: none"><li>•Clearly communicates information to consumers.</li><li>•Information like brand name, product name, nutritional claims are all clearly visible on product.</li></ul>				
<b>Application</b> <ul style="list-style-type: none"><li>•Student creates what looks like a finished product.</li><li>•Packaging is neat, colorful, and uses different strategies to catch the eye of consumers.</li></ul>				

## Marketing (30 marks)

Now develop a marketing plan for your product. How will you advertise your product? Which media will be used and why? What marketing strategies will you use to sell your product?

Your marketing pitch will take place in the form of a presentation to the class. You have 3 to 5 minutes to convince us to buy your product. Components of your presentation must include:

- An introduction
  - What is your product, what are the benefits, why do we want to buy it, what does the market research say?
- At least ONE visual
  - A poster, a slideshow, a Prezi, a collage. Your product itself DOES NOT count.
- Your product itself with the packaging completed
- An interactive component
  - Something that puts your presentation above and beyond. Some creative ideas may include blind taste test comparing similar products, a commercial video you shot yourself.

THIS SECTION HAS A 5 MARK POSSIBLE BONUS!

- If you would like to actually prepare your product at home and bring it in on presentation day, 5 marks will be added to your final culminating activity score.

	Level 1	Level 2	Level 3	Level 4
<p><b>Knowledge and Understanding (5 marks)</b></p> <ul style="list-style-type: none"> <li>•Identify new developments in food preparation and service (types of restaurant service, ways of presenting food, ect.)</li> </ul>				
<p><b>Thinking and Inquiry (5 marks)</b></p> <ul style="list-style-type: none"> <li>•Create questions that identify the various factors that impact food choices (i.e., stages of lifecycle, psychological, emotional, physical, economic).</li> <li>•Considers target audience.</li> <li>•Uses appropriate marketing techniques to sell product to audience.</li> </ul>				
<p><b>Communication (5 marks)</b></p> <ul style="list-style-type: none"> <li>•Clearly communicates product advantages with audience.</li> <li>•Uses clear communication skills with audience while presenting. Makes eye contact, is enthusiastic and convincing.</li> </ul>				
<p><b>Application (10 marks)</b></p> <ul style="list-style-type: none"> <li>•Creates a dynamic marketing campaign that involves an interactive component.</li> </ul>				

## **Write-Up**

Create a report summarizing your thought process behind creating your product. This report should be a justification of why you chose to create your product, the trend you incorporated, the market need, why you chose your packaging, ect. Your report must be a minimum of 4 pages double spaced and include the following sections.

### ***Market Research (15 marks)***

- Discuss your target market. What lifecycle are they at? What are some nutritional needs or influences over food choice at this stage in life?
- What current food trend are you going to incorporate into you product? Why do you think this has become a trend?
- Discuss your survey. What kind of questions did you ask? What information did this gain?
- Discuss your results. Include at least three statistics.
- Include a graph of your results.
- Discuss possible sources of bias in your survey or reporting.

### ***Nutritional Value (15 marks)***

- What are some current nutritional concerns in Canada? How does this product address this current concern?
- What nutrients is your product high in? How does this compare to your daily recommended intake?
- Why are these nutrients important for the body? What happens if you have a lack of these nutrients?

### ***Packaging (15 marks)***

- Describe your packaging. Discuss things like shape, size, colour, ect. How do these things act to protect your product, communicate with consumers, and make consumption more convenient?
- What packaging medium did you choose to use on your product? What are the advantages of using this medium?
- Discuss two other packaging options you could have chosen. What made you choose the packaging that you did?
- What nutritional claim does your product convey? How did you ensure that your product is meeting the specific requirements for this nutritional claim?

### ***Marketing (15 marks)***

- What marketing medium did you choose? (Examples: Promotional pitch, commercial, magazine ad) Why is this the best choice for your target audience?
- What marketing strategies did you use?
- How is your product different from competitors?

### ***Appendix (5 marks)***

- Bibliography with at least 3 sources cited in APA
- Copy of your survey
- Copy of your nutritional label

# POSSIBLE CALENDAR OF TASKS

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27 FOOD LAB	28 COMPUTER LAB <i>Market Research Planning Sheets</i>	29 BIG EVENT	30	31 FOOD LAB	1
2	3 COMPUTER LAB  <i>Surveys Nutritional Planning Sheets</i>	4  <i>Packaging</i>	5 COMPUTER LAB  <i>Surveys Presentation Planning</i>	6  <i>Packaging</i>	7 COMPUTER LAB  <i>Surveys Presentation Planning</i>	8
9	10 <b>PACKAGING DUE</b>  <b>PRESENTATIONS DAY 1</b>	11 FINAL FOOD LAB  OR WORK PERIOD	12 <b>PRESENTATIONS DAY 2</b>	13 FINAL FOOD LAB  OR WORK PERIOD	14 <b>PRESENTATIONS DAY 3</b>	15
16	17 <b>WRITE UP AND PLANNING SHEETS DUE</b>					