

Georgia Products²

“Scone + Muffin = Scuffin”



Simply Natural with Real Fruit

4-H Food Product Development Contest

Chatham County

May 2017

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GAP²

Founders

Five girls from five different schools with a variety of skills came together to form a team. Together this team of young ladies combined two of Georgia's products to create delicious, artisan-baked goods.



Sonté Davis: Sonté is a 12th grade Chatham County 4-H'er. She has been in 4-H for over two years, and has 12 years of Girl Scouting experience. She attends Savannah Early College and takes the historical preservation pathway. Sonté is currently dual-enrolled attending Savannah State University full-time.

Ashley Johnson: Ashley is an 11th grade Chatham County 4-H'er. She has been involved in 4-H almost 4 years now and loves the experience. She attends Savannah Arts Academy for Visual and Performing Arts. She will attend National 4-H Conference as one of four delegates chosen to represent Georgia 4-H. She has a love for dogs of all shapes and sizes. Ashley will attend State Congress this summer for Dog Care and Training.

Amari McDonald: Amari is a 12th grade Chatham County 4-H'er, who has been involved in 4-H for 5 years and a Girl Scout for 11 years. This year she will be attending State Congress under the category of Arts & Crafts. Amari attends Woodville Tompkins Technical & Career High School, where she majors in Culinary Arts and Hospitality. Recently, Amari has earned her ServSafe Manager Certification. Amari is also dual-enrolled with Point University.

Anna Morris: Anna is a 12th grade Chatham County 4-H'er and dual-enrolled student at Armstrong State University. She has been involved in 4-H for 8 years. This year Anna will attend State Congress for the first time in the Food Safety & Preservation project area. Recently, Anna has earned her ServSafe Manager Certification. She plans to major in Food Science.

Faythe Robinson: Faythe is a 12th grade Chatham County 4-H'er. She attends Windsor Forest High School with the pathway of Business Technology and Agriculture. She has been in 4-H for 7 years. Faythe's DPA project area is Wildlife & Marine Science. She has been a Girl Scout for 13 years and a member of the Chatham County Student Leadership Program for 4 years.

Contact Person:

Martha Morris
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Original Product Concept

“Everywhere I go, I always look for creative entrepreneurs, whether it’s artisans, small farmers, gardeners, or restaurateurs who use fresh, locally sourced ingredients”

-Martha Stewart

The Chatham County Food Product Team knew that when they began this adventure three years ago, they wanted to market a product unique to Georgia. We are all proud members of Georgia 4-H and believe Georgia has the best 4-H program of any state. Therefore, creating a product showcasing Georgia seemed a perfect fit for us. The brainstorming started with “something Georgia”. One team member read in the University of Georgia Magazine from September 2014, Vol. 9, No. 4 that Georgia, known as the Peach State, can now be considered the Blueberry State! This is because blueberries have surpassed peaches as Georgia’s largest crop.

Having read this, the team began thinking about food items containing blueberries or peaches. Concept sessions came up with ideas such as syrups, drinks, or energy bars. The team began testing out many types of products while thinking about how we could capitalize on our unique location in Chatham County. Chatham County is an urban, coastal, historical county. All team members are familiar with the tourist industry and visitors to our fair city and beaches. We know that most tourists want to eat at unique restaurants and eat locally grown or produced food items. In addition, all the team members have seen or participated in local farmer’s markets, Taste of Home food demonstrations, culinary events, 4-H food competitions, Georgia Grown products, and food safety/preservation events. We are also familiar with an emphasis all over the United States promoting locally grown and produced foods. So, putting all of our demographic and psychographic information together, we decided to formulate an item unique to Georgia which would have both local appeal and tourist appeal. It has been three years since our original idea of using fresh, local products important to our county and state. Research and trends these past years have confirmed this is still a very pertinent idea! The National Restaurant Association reports in their *2017 Culinary Forecast* that: farm to table, global flavors with spices, and food transparency are expected this year. The same source in their *2017 Top Ten Trends* listed hyper local sourcing (1), natural ingredients (3), locally sourced produce (5), simplicity (9), and nutrition (10) as the top trends for this year.

After many trials, errors, and taste tests, the team agreed on a natural baked good with real fruit. We chose a bakery product over other products because it is a “safer” food from a food safety standpoint than many other foods. Our product is a hybrid of a scone and a muffin or a “Scuffin.” Most people associate a scone with a dry product, and muffins are a common baked good so we thought of a combination of the two with a Georgia flair. We wanted just enough sweetness to satisfy but not overwhelm, and to keep the sugar and fat content at the lowest possible amount yet have a tender, appealing product. Other important factors to us were: simple ingredients, all natural with no preservatives, real fruit, and can be eaten anytime of the day by most age groups from toddler to senior.

Our first Scuffin features Georgia’s two biggest crops: blueberries and peaches. We felt nothing could represent our state than this combination! Georgia is third in the nation for both blueberry and peach production. Blueberries are considered a superfood, meaning that they are nutrient-rich and considered especially beneficial for health and well-being. Peaches contain vitamins, minerals, and fiber. These fruits are easily accessible, inexpensive when in season, and simple to freeze for later use. Both were a perfect fit for our product.

After our first year competing at food product, learning marketing concepts, speaking to professionals, and conducting surveys, we realized we needed to expand our vision from our initial prototype. We wanted to allow for market growth, appeal to a variety of ages and palates, and work with the availability of produce. We can easily alter our original recipe to highlight many more of Georgia’s top crops. We researched other products grown in Georgia starting with Chatham County and moving outward. The team was able to let its creativity go wild as we explored flavor combinations. We can go sweet or savory. The possibilities are enormous! Our selections of flavors and produce for the Scuffins were not taken lightly. For help with our flavor matching, we consulted with chefs, a dietitian, and a variety of food

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company owners and professionals (see Appendix I). A newspaper article about Verdant Farms, a ginger grower located in Chatham County, led to our next flavor. The team contacted Verdant Farms to learn about ginger and how to use it and combine it with other ingredients in baked goods. Ginger is an anti-inflammatory agent, provides nausea relief, and is a digestive aid. It comes in many forms; fresh, powdered, candied or dried. That was the start for our Blueberry Ginger Scuffin. It features our Georgia blueberries combined with ginger to give an interesting heat to a fruity taste.

Our third product is a Blueberry Peanut combination. Georgia is the number one state in the nation for the production of peanuts. With this much importance to our state, we wanted to incorporate peanuts into our product. We consulted with the Georgia Peanut Commission Executive Director Don Koehler to get his recommendations. He told us that peanuts are considered a super food. This resulted in whole blueberries with a blueberry puree punctuated with coarsely chopped dry-roasted peanuts.

Finally, we believe that the opening of the UGA's Food Product Innovation and Commercialization (FoodPic) Center on January 30 of this year validates our concept of using natural ingredients and Georgia products in our Scuffin. According to Kirk Kealey, the center director, the purpose of this \$7.4 million facility is to help businesses launch new food products and focuses on Georgia commodities such as peaches, peanuts, and blueberries. Georgia provides such a variety of produce that our flavor matchmaking is virtually limitless.

Company Name and Logo

The company name, GAP² (GAP squared), is a shortened version of *Georgia Products Squared*. Our name reflects what makes our product unique: matching two Georgia agriculture products, baking them with whole fruit, and adding a real fruit puree for a natural, fruit-filled Scuffin. To carry out this theme, we create our product as a two-by-two square and our marketing colors are peach and navy. When promoting our product to the public the founders wear professional attire in the colors of peach and navy. Displays will further expand on our colors and reflect on the natural, agricultural feeling by using brown, navy, natural jute, and real plants. Nothing sparkly or neon is used in our marketing because that would oppose the natural, simple, farm fresh concept.



Our logo has been tweaked the last three years based on comments and feedback. Previously it was vague and did not convey our concept. Now it is a soft-sided square with the GAP² name and an explanation of what GAP means. The square is peach colored ombré with the blueberry front and center. The smaller squares represent the other flavors of our product. One descriptor explains a Scuffin and again continues the math theme. The other descriptor explains what is important to us: “real food, simple ingredients.”

Recipe Revision

Batch after batch of our squares have been baked to come up with the perfect look, taste, and texture while keeping our goal of being fresh with simple ingredients. We incorporated feedback from our judges the previous 2 years and multiple taste test results and suggestions. Texture has been a difficult task to capture. To get a product that is not dry or soggy and that consumers can actually taste the two flavors was a chore. Also, keeping the fruit from sinking to the bottom and becoming a heavy mess took months of trials. Our feedback revealed that people often didn't like the blue color of our product. Upon conferring with a chef at Woodville Tompkins High School he explained that blue is the least appealing color in food! To combat these issues, we learned many new culinary tricks. We had to maintain the blueberries frozen, whole and dusted in flour to keep the color from bleeding. The taste of the more delicate flavors such as the peaches had to be enhanced and concentrated by using a method of maceration. This is done by adding an extract to the fruit and reducing over heat. The fruit is cooled and then pureed. This puree can then be added either into the batter or as a swirl.

Formulation, Production & Nutrition Facts

Fruit Puree Instructions:

1. Cook two cups of fresh or frozen fruit in two tablespoons of extract for 30 minutes (to concentrate the flavor and eliminate excess moisture, called maceration).
2. Puree.
3. Let cool before adding to batter.
4. Excess puree may be frozen and kept up to 9 months.

Blueberry Peach Recipe:

2 cups All Purpose flour
 2 teaspoon baking powder
 1/2 teaspoon salt
 6 tablespoons butter
 1/4 cup brown sugar,
 1/4 cup white sugar, minus 2 tablespoons for dusting
 1 egg, slightly beaten
 1 cup buttermilk
 1/4 cup honey
 1 cup mix of fresh or frozen blueberries/ diced peaches
 12 tablespoons fresh peach puree

Blueberry Peach Directions:

1. Preheat oven to 400° F.
2. Sift together the flour, baking powder, and salt into mixing bowl.
3. Cream together butter and sugar. Add egg, buttermilk, and honey to mixture.
4. Lightly toss blueberries/peaches into the flour mixture to coat and keep fruit from clumping.
5. Add wet ingredients into flour and fruit mixture. Stir only enough to incorporate.
6. Spray pan. Scoop dough out into the specialized bake pan.
7. Add 1 Tbsp of peach puree to the center of each square and swirl into batter. Sprinkle with reserved sugar.
8. Bake 18-20 minutes and lightly browned.
9. Cool and wrap to preserve freshness.

YIELD: 12 Scuffins

Nutrition Facts			
Serving Size 1/12 of recipe 100g (100 g)			
Servings per container 12			
Amount Per Serving			
Calories 213		Calories from Fat 56	
		% Daily Value*	
Total Fat 6g		10%	
Saturated Fat 4g		19%	
Trans Fat 0g			
Cholesterol 17mg		6%	
Sodium 163mg		7%	
Total Carbohydrate 36g		12%	
Dietary Fiber 1g		5%	
Sugars 19g			
Protein 4g			
Vitamin A	7%	Vitamin C	30%
Calcium	7%	Iron	7%
*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:			
	Calories	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Fiber		25g	30g
Calories per gram:			
Fat 9	•	Carbohydrate 4	• Protein 4
©www.NutritionData.com			

Blueberry Ginger Recipe:

2 cups All Purpose flour
 2 teaspoon baking powder
 1/2 teaspoon salt
 1 teaspoon lemon zest
 1 teaspoon ground ginger
 6 tablespoons butter
 1/4 cup brown sugar
 1/4 cup white sugar
 1 egg, slightly beaten
 1 cup buttermilk
 1/4 cup honey
 1/4 cup candied ginger (diced) plus 2 tablespoons for topping
 1 cup of fresh or frozen blueberries

Blueberry Ginger Directions:

1. Preheat oven to 400° F.
2. Sift together the flour, baking powder, salt, lemon zest and ginger into mixing bowl.
3. Cream together butter and sugar. Add egg, buttermilk, and honey to the mixture.
4. Lightly toss blueberries and ginger into the flour mixture to keep from clumping.
5. Add wet ingredients to the flour mixture. Stir only enough to incorporate.
6. Spray pan. Scoop dough out into the specialized bake pan. Top with extra ginger. Bake 18-20 minutes and lightly browned.
7. Cool and wrap to preserve freshness.

YIELD: 12 Scuffins

Nutrition Facts			
Serving Size 1/12 of recipe 83g (82 g)			
Servings per container 12			
Amount Per Serving			
Calories 198		Calories from Fat 56	
% Daily Value*			
Total Fat 6g		10%	
Saturated Fat 4g		19%	
Trans Fat 0g			
Cholesterol 17mg		6%	
Sodium 162mg		7%	
Total Carbohydrate 33g		11%	
Dietary Fiber 1g		4%	
Sugars 15g			
Protein 3g			
Vitamin A 4%		Vitamin C 2%	
Calcium 8%		Iron 6%	
*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:			
	Calories	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Fiber		25g	30g
Calories per gram:			
Fat 9	•	Carbohydrate 4	• Protein 4
©www.NutritionData.com			

Blueberry Peanut Recipe:

2 cups All Purpose flour
 2 teaspoon baking powder
 1/2 teaspoon salt
 6 tablespoons butter
 1/4 cup brown sugar
 1/4 cup white sugar, reserve 2 tablespoons
 1 egg, slightly beaten
 1 cup buttermilk
 1/4 cup honey
 1 cup blueberries
 12 tablespoons blueberry puree
 1/2 cup coarsely chopped dry-roasted peanuts

Blueberry Peanut Directions:

1. Preheat oven to 400° F.
2. Sift together the flour, baking powder, and salt into a mixing bowl.
3. Cream together butter and sugar. Add egg, buttermilk, and honey
4. Lightly toss fruit and peanuts into the flour mixture to coat and keep from clumping.
5. Add wet ingredients into flour mixture, and stir only enough to incorporate.
6. Scoop dough out into the specialized bake pan. Dust with reserved sugar. Bake 18-20 minutes and lightly browned.
7. Cool and wrap to preserve freshness.

YIELD: 12 Scuffins

Nutrition Facts			
Serving Size 1/12 of recipe 84g (84 g)			
Servings per container 12			
Amount Per Serving			
Calories 172		Calories from Fat 23	
% Daily Value*			
Total Fat	3g		4%
Saturated Fat 1g			4%
Trans Fat 0g			
Cholesterol	3mg		1%
Sodium	37mg		2%
Total Carbohydrate	34g		11%
Dietary Fiber 1g			5%
Sugars 16g			
Protein 4g			
Vitamin A	1%	Vitamin C	3%
Calcium	7%	Iron	7%
*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:			
	Calories	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Fiber		25g	30g
Calories per gram:			
Fat 9	•	Carbohydrate 4	• Protein 4
©www.NutritionData.com			

Ingredient Functionality

Scuffins are an all-natural, leavened baked product consisting of flour, leavening agents, sweeteners, binders, and flavorings.

- The flour is All Purpose to give the product a light texture. We found Gold Medal brand worked best because it is finely sifted and a good wheat blend for quick baked goods.
- The sugars and honey provide sweetness, flavor, and coloring.
- The leavening agent is the baking powder.
- Salt adds flavor, and helps with texture.
- The butter adds flavor, moisture, and separates the flour.
- The fruit, nuts, honey, ginger, and puree give the product the signature flavor, sweetness, and coloring.
- The buttermilk and egg promotes flavor, color, leavening, and bind the product.

Shelf life is important for all food products not just for food safety but also for economic reasons. We don't want our Scuffins to have artificial preservatives so our ingredients are selected to maintain the quality and extend the shelf life. The following ingredients function in this role:

- Sugar: An effective humectant (binds moisture).
- Buttermilk: Lowers the pH of the product to decrease microbial growth.
- Egg: Bind moisture and decrease staling.
- Honey: Decreases mold growth, and binds moisture.
- Salt: General preservative.
- Fruit: Acts as an antioxidant.

Production

All Scuffins will be assembled, baked, and packaged in a commercial bakery following all local, state, and federal guidelines. Standardization is important in a bakery to get a consistent product. We will use standardized methods of measuring, weighing, and portioning to be sure our Scuffins are consistent over the days and months. We researched the process of safe food handling practices, and packaging of bakery goods. Much of the information we found has come from the ServSafe Manager Course that two of the founders have recently completed. Many factors must be considered in the production of baked goods. Poor production, sanitation, and packaging standards drive up food costs and decrease profitability, and can also become a public health concern. Light, air, and moisture are three things that can cause spoilage in bakery products. In addition, unsafe food can result from biological, chemical, and physical contamination. Therefore, Scuffins will be produced under stringent guidelines (See Safety and Shelf Life section). Our Scuffins will be baked fresh to order. We will not store or keep a stocked inventory of our product. Once the Scuffins are baked and cooled, they will be individually wrapped in cellophane, heat sealed, and packaged into shipping boxes. We chose cellophane because it has a high oxygen barrier and low permeability to oils, grease, bacteria and water. In addition, cellophane ensures our company standards because it is 95% biodegradable. This is because it is made from cellulose (a plant material). Quickly packaging our products in this film reduces the chances of microbial contamination from the environment. If our customers would like them in bulk packages, we can accommodate.

Cost

The cost for ingredients for one Scuffin is \$0.24 cents; thus for 12 squares, ingredient cost is \$2.91. The Scuffins are individually wrapped in cellophane which costs \$0.04 cents each. In addition to this would be printing costs. Our research has shown that the most basic and cost effective method for printing is the flexographic printing method. This has a mid-price range of \$0.50. Shipping boxes will cost approximately \$2.04. The final cost for ingredients, printing, and packaging for one Scuffin is \$0.41. This does not include labor or overhead.

Market Evaluation and Pricing

Market research was conducted upon similar products for sale at various venues. We did this by a method cleverly called RBDA (Research By Driving Around). We found that bakery goods are sold in many forms and in many types of retail markets. The venues varied from convenience stores, grocery stores, coffee shops, to specialty bakeries. The goods are individually wrapped, bagged, or boxed in various quantities. They are fresh, thawed, or shelf stable. While there are many other bakery products that contain fruits or nuts, such as muffins, scones, or bars, we did not find anything like ours and nothing unique to Georgia. The other baked goods on the market ranged from \$1.00 to \$4.99 each. Considering these facts, we have decided to market Scuffins in a middle price range. We feel this would reflect a premium image of our product but not be so costly that customers see it as unaffordable. In the real world, price is figured out by the following formula: Price = Ingredient Cost + Labor + Overhead + Profit Percentage. Due to our lack of business experience, we cannot accurately gage labor and overhead costs, and profit is recommended to be in a range of 15-45%). Most importantly, never price a product below market value. Based on this information, we came up with the final price for Scuffins to be \$1.50/square. The wholesale price will be \$0.83 cents, 55% of our retail price.

Sales Channels

Throughout the past three years the team has learned so many things but the biggest lesson is in how to actually sell our products. We have talked to many business people about the “how, why and who” of their sales channels. We interviewed Byrd Cookie Company, The Pound Cake Company, and many small bakeries and cottage industry startups. We learned the costs of having an actual storefront when we spoke with an entrepreneur who said it had always been his dream to have his own storefront. He achieved his goal only to shut down the storefront several years later because it consumed most of his profit. Another explained to us how business is done at grocery stores and other stores. We learned the bakery pays for placement on the shelf, a middleman to shelve it, and if the product doesn't sell you have to pay to have it removed. After learning these things and much more, we pivoted (a marketing term meaning shifting your plan some) our sales strategy from two years ago. Scuffins will be sold through multichannel sales.

Multichannel sales means selling a product using various means. Our first channel is using an online (e-commerce) site. Here we are selling directly to the final customer, or to shops at a wholesale price. The shops we will target are small, unique shops throughout Georgia and the Southeast. Our online site will have separate portals for retail versus wholesale customers. Our other channel is selling at Farmers' Markets and Trade Shows. This will produce revenue and raise important product/ brand awareness.

We know the profit margin is slim on baked goods so this strategy will increase profits and decrease the waste of over-produced or unsold products. We will not have a storefront so we can keep our staff to a minimum and control production. To get our product to the customers, we will ship it to them via the US Postal Service. The product will reach our customers the next day or a maximum two days for locations throughout the United States. If orders are received before noon, they can be processed and shipped that day. Orders placed after noon will be processed the next business day.

Target Market

We are taking a specific approach to a target market with our Scuffins. Our target is visitors, tourists, and locals who are interested in trying unique, fresh and local food. Many marketing scenarios are possible. For example, according to Beverage Digest, boutique coffee shops are capturing their share of the market from chain shops. These types of shops are the perfect retail match for our product based on our research and surveys. Our surveys revealed that most people would like to enjoy our product with a beverage. Scuffins can be used in boxed lunches for tour groups. We can target events held in convention centers so large numbers of consumers will have an opportunity to sample and purchase our product on the spot. Scuffins can be used as an option at hotel continental breakfast. Another way we would get Scuffins out

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on the market is by putting them on pillows in hotels mainly during large conventions or major holidays. Military groups could get a package at the mobilization site before they leave for an exercise. We also envision marketing our product using gift baskets. Our web site has pictures of the various types of creative baskets that will pair our product with tea, coffee, cocoa, candy, or whatever fits the occasion. These can be purchased for teachers; business or corporate events; bridal brunches; birthdays; or for students during exams. Again, the possibilities are only limited by the customer's imagination. This is where we are targeting our product so that everyone can savor the flavor of Georgia.

Marketing Strategy - Product Interest

Conducted Taste Tests

When the finalized versions of the products were created, we conducted taste tests for several months and devised a questionnaire to collect data. The people who sampled ranged in ages from 5 to 84 years old. They were a mix a people, from 4-H'ers to teachers, grandparents, friends, neighbors and strangers. Most tasters reported that they enjoyed it and loved the flavor and texture. We used the comments and feedback to further refine the recipes, pricing, and marketing. (See Appendix E for the taste test questionnaire and some of the results). Most tasters liked it so much they asked for another sample.

Excerpts taken during the taste test:

- "MMM that was good."
- "Can I have more?"
- "What's in it?"
- "This is a lot better than other scones I've had."
- "The blueberry flavor, you can taste it!"
- "It's not dry and crumbly! That's surprising!"
- "I would eat this for breakfast"
- "The square is not too sweet"
- "It's the perfect size"
- "Tastes like an adult PB&J!"

SWOT Analysis

Strengths

Scuffin is a fruit-filled baked good showcasing Georgia Agriculture. It has just the right amount of sweetness with less calories and fat than most muffins, danishes, doughnuts, and other pastries. Our product has no artificial flavorings, preservatives, or dyes. This appeals to many health-conscious consumers. It is appropriate for a vast age range and taste preferences due to the variety of flavors. It can be consumed anytime of the day and is a low-risk food product. For anyone wanting to promote our state, or looking for a unique baked good, this is the perfect product! We specialize in producing a limited, yet high quality product. Two of our founders have current ServSafe Managers Certification. Finally, we have the support of local agriculture producers.

Weaknesses

These products contain eggs, dairy, and fruit and some contain nuts. Anyone with allergies or intolerances to these ingredients would hinder sales. Bakery products are perishable items, hence the need to be sold as soon as possible to gain maximum benefit. Our company is a start up, so are founders do lack experience. The founders are also young and at times unpredictable. Major environmental disasters could limit our access to fresh produce.

Opportunities

The biggest opportunity with our product is: expansion. Due to the recipes simplicity, it can be adapted to many other famous Georgia produce. We are already formulating other flavors that include any combination that can be sweet or savory. We can also expand to other states and capitalize on their

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specialty crops and products. The baked good industry is growing at a fast speed and the demand for quality items is never ending. The baked goods market is not seasonal; therefore, we will always be able to manufacture our product.

Threats

The baked goods market is very competitive. We would have to stay on top of advertising, promotion and lead the market in trends of flavors and packaging. We would also have to maintain the strictest standards of sanitation and food handling procedures to prevent any type of bad publicity. Prices in the food industry are constantly fluctuating, so we will have to change our prices accordingly.

Detailed Market Plan

Our product design and marketing is mentioned throughout this proposal. Below is a summary of how it has all come together.

Step 1 - Product Interest

While surveying prospective consumers, we found that most preferred to purchase a unique/local bakery product versus commonly/widespread products. In addition, Georgia agriculture producers are looking for new and innovative ways to promote their products. Many people stated that when traveling they like to try things they can't get at home. All across the United States there is a big push to eat locally grown produce and products. This is supported by a study done by the University of Georgia Center for Agribusiness and Economic Development (CR-13-05, August 2013). In addition, the team spoke to Alma blueberry grower Anne Wildes, a retired Extension Agent and secretary for the Georgia Blueberry Growers. She stated that she cannot get enough products containing blueberries made here in Georgia! She has to purchase out of state goods when her customers all want something made in Georgia. Research has shown that consumers prefer their ginger and ginger containing products from the U.S. Therefore, we believe there is a need in the market for our product!

Step 2 - Market Origination

Our initial venue for Scuffins will be local and county Farmer's Markets. Here in Chatham County we have multiple farmers' markets throughout the year. In addition to local residents, the team will promote Scuffins through our tourist destinations. This will include hotels, specialty shops, and boutique coffee brewers found throughout Savannah. Next, we plan to have a booth at 15-20 tradeshow around the state and southeast to expand to individuals, tourists and convention promoters. Our booth will have the product available for immediate sales, and promotional material to direct customers to our Website. Our customers will order our product knowing that it is at its freshest and not previously baked, frozen, and thawed.

Step 3 - Advertising

We will advertise Scuffin through television and radio commercials, social media, magazines, and newspapers that are geared towards visitors and tourists, and agriculture products. This advertising will direct customers to our Website since we don't have a storefront for walk-in sales. This site will be high-tech, and visually appealing to promote, inform, sell, and provide contact information for our product (See the next page in the *Social Media* section for the Website information).

Step 4 - Taste Test

We conducted dozens of Taste Tests and will conduct more at various venues. This will include handing out samples and promotional fliers at farmers' markets, agricultural festivals, and organizations that promote Georgia products and tourism.

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Marketing Strategy

Slogan - “Scone + Muffin = Scuffin”

Logo -



Rap - See Appendix F

Packaging & Design - Scuffins will be individually wrapped in food grade cellophane and labeled with our logo and flavor on the front and nutrition facts and warnings on the back.



Commercial - Scuffins are tailored toward people of all ages. Commercials on channels such as the local news stations, kid's channels, tourist information sites, and agriculture based channels will broaden our audiences.

GAP²

Social Media - Social media is a significant way to appeal to teenagers and adults alike. We are living in a society where technology is a main leader. GAP² ads will be placed on applications such as *Facebook*, *Twitter*, *Instagram*, and other social networks (apps included).

Instagram

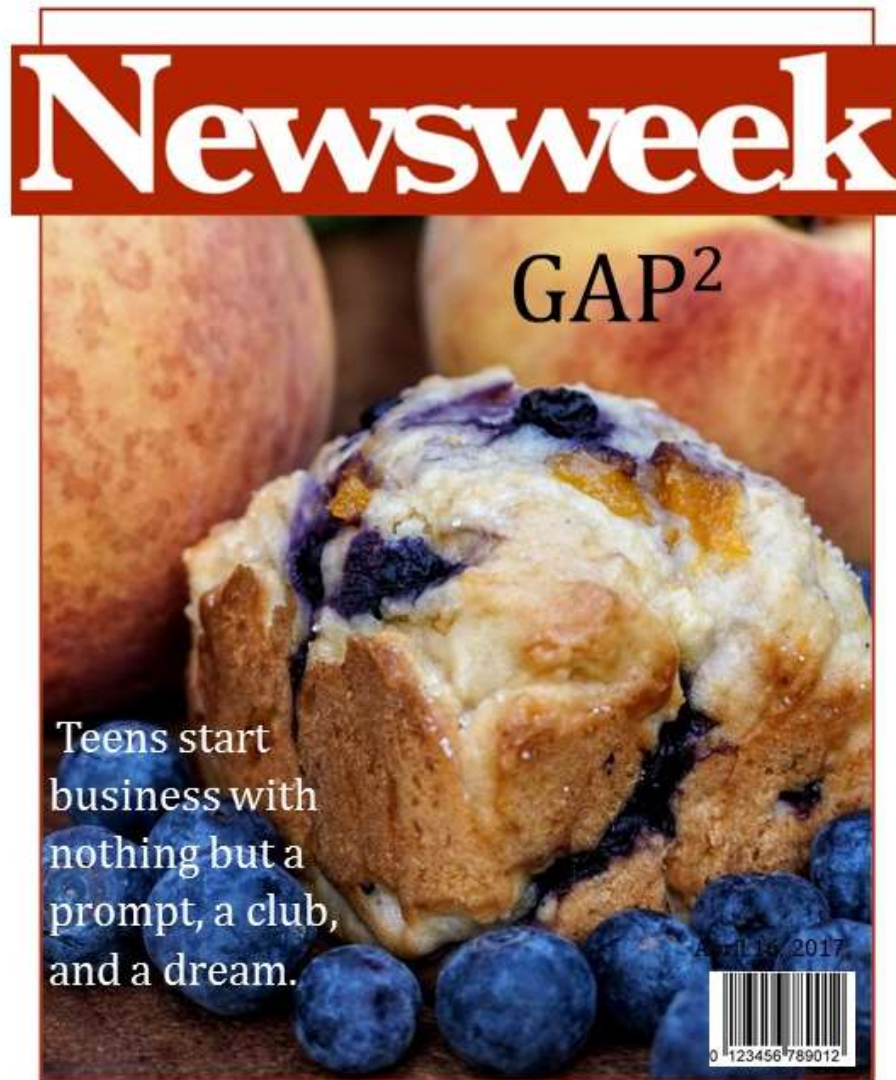


Website



GAP²

Magazines - Magazine ads of our product will be placed in agriculture, tourists, and local print periodicals and e-magazines.



Promotion - Will be done through trade shows, partnering with boutique food, and coffee shops.

Display Plan

Scuffins can be displayed in multiple ways to add to its appeal. If the point-of-sale has a bakery case, they can be unwrapped and put in the case. Fresh products can be added as necessary. Otherwise, they can be left in their individual wrapping and displayed on the shelf as a type of “grab and go”. Wrapped or unwrapped, they would work well in a coffee bar, snack area, or gift shop.

Shelf Life

Our product will be “made to order” so freezing after baking will not be needed. At room temperature, if it is kept in its individual wrapping, the shelf-life is 10 days. If it is unwrapped and placed in a bakery case, it needs to be discarded after 24 hours. Scuffins have no added artificial preservatives, in keeping with our company values, so “made to order” is the best fit for us. We should not have problems with overproduction or unsold goods which therefore decreases the need for freezer space or storage time.

Storage

Scuffins will be baked, cooled, wrapped in food grade cellophane, and heat sealed. It should then remain at room temperature. If there is any time span between packaging and shipping, the bars will be kept in designated clean dry storage. The cases will not be on the floor but stacked on shelves that are 6 inches above the ground.

Safety

Employees will be ServSafe certified so that they are educated on maintaining proper hygiene, cleaning uniforms, and having safe food handling practices. Food safety must be followed throughout the entire manufacturing process. This includes purchasing ingredients, storing ingredients, preparing products, cooking and cooling the product, and packaging the product. Producing the product requires our employees to follow safety precautions when using the machinery. Safety concerns will be handled through the use of Good Management Practices (GMPs) and Sanitation Standard Operating Procedures (SSOP's). The facility will contain an eyewash station, a fire extinguisher, and an overhead shower for any emergencies. There will also be an evacuation plan instilled in the employees and posted up near all exits (fire exits included) for emergencies.

Allergen Warnings

According to the Food Allergen Labeling and Consumer Protection Act of 2004, when manufacturing food products that contains milk, eggs, fish, crustaceans/shellfish, tree nuts, peanut, and soy, also known as the Big Eight, you must state on your packaging which of the eight allergens the product contains. Scuffins contain eggs and sour cream, a dairy product. On our product and/or packaging, it will state the caution of tree nut and peanut allergies on all products due to the presence of peanuts in our factory.

SSOP (Sanitation Standard Operating Procedures)

Sanitation is the most important step when dealing with food products. Scuffins are prepared with clean hands and thoroughly sanitized utensils and counters. All of our employees are expected to follow proper handwashing procedures, wear clean, fresh aprons, and complete daily/monthly cleaning schedules. The storage room is expected be kept clean at all times. To avoid cross contamination, our batches never mix. Our staff must attend monthly employee education meetings. Proper pest control measures are taken to prevent insects and rodents in our facilities. In addition, our facility will be implementing the new Georgia Food Code Regulations.

HACCP Plan

The following HACCP plan was researched and developed by team member Amari McDonald. She utilized her education and background in culinary arts to construct this Hazard Analysis and Critical Control Point (HACCP) plan specifically for our Scuffin squares.

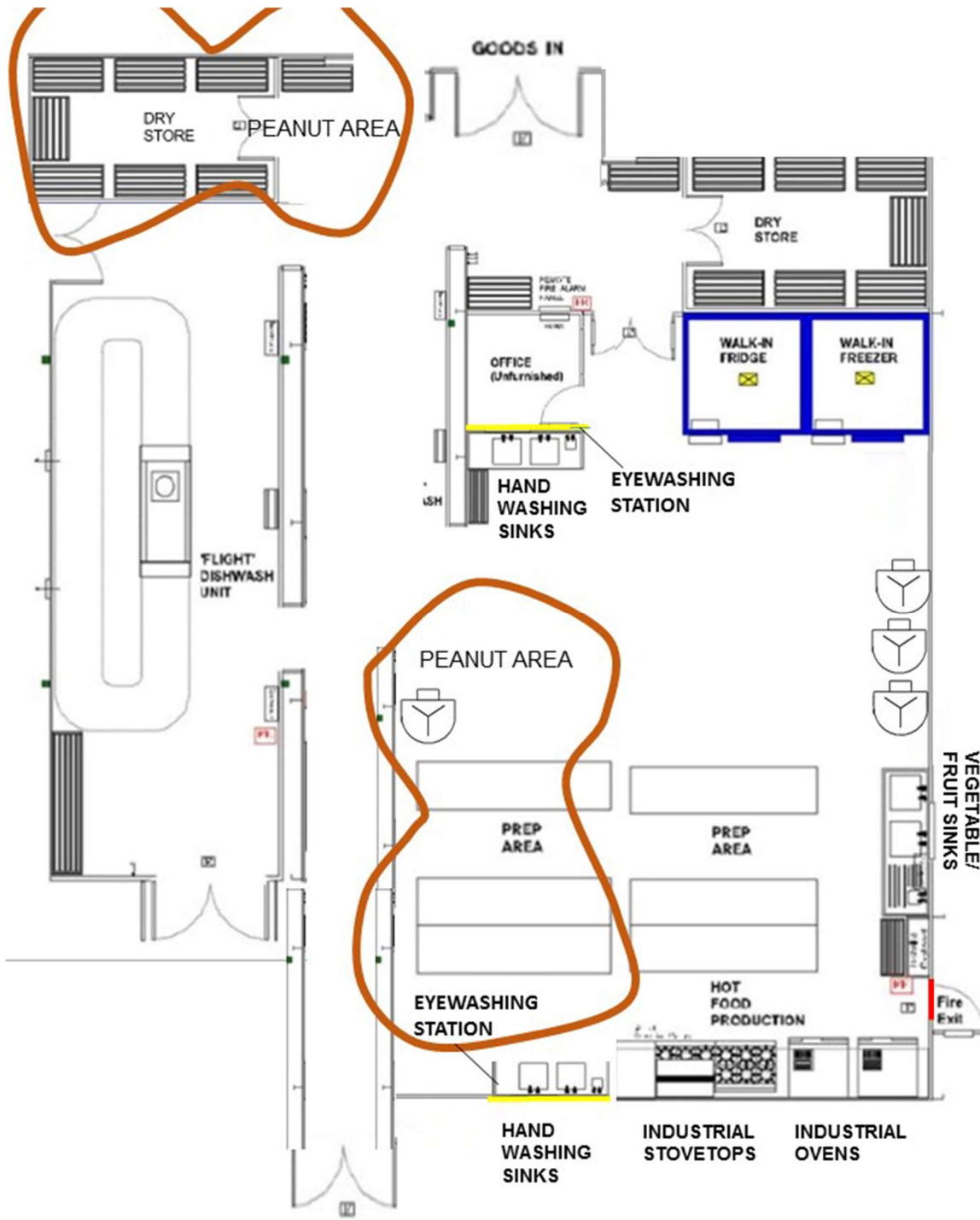
Steps	Hazards	Critical Control Point	Critical Limits	Monitor Procedures	Corrections
Getting Ingredients/ Storage	Biological (Physical) contaminants: - Insects - Peach stems - Peach pits Microbiological contaminants: - Mold - Bacteria	- During harvest and purchasing of fruits - Raw ingredients	<ul style="list-style-type: none"> • No molds • No insects • Store all dry ingredients in airtight containers • Manage storage room • Keep eggs at temperatures lower than 45°F • Keep milk at temperatures lower than 45°F 	<ul style="list-style-type: none"> • Inspect products for mold or insects • If frozen fruits look like they have ice crystals on it, reject it because it was in its time temperature danger zone, and we only want the freshest in our product • Storage room should be kept clean at all times • Monitor coolers and freezers with thermometers • Throw out all spoiled ingredients • When using any kind of processed fruit, always check for any physical contaminants, nothing is scarier than eating a scone with a peach pit in it. 	- Reject and discard all ingredients that do not meet the following criteria - If there are pits or any other natural physical contaminants, remove them with a clean glove

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Steps	Hazards	Critical Control Point	Critical Limits	Monitor Procedures	Corrections
Baking	<p>Biological (Physical) contaminants:</p> <ul style="list-style-type: none"> - Dirt - Hair <p>Chemical contaminants:</p> <ul style="list-style-type: none"> - Cleaning chemicals (such as sanitizers and degreasers) <p>Microbiological contaminants:</p> <ul style="list-style-type: none"> - Bacteria 	<ul style="list-style-type: none"> - Cooking equipment - Staff 	<ul style="list-style-type: none"> • Keep all equipment clean • Staff must follow in all health guidelines taught in training (<i>All will be ServSafe Certified</i>) • Be careful with chemicals 	<ul style="list-style-type: none"> • Complete daily inspections for any filth • Keep chemicals away from foods • Examine staff and make sure they are washing their hands 	<ul style="list-style-type: none"> - Clean all equipment when it is filthy - Carry through with all SSOP and health ServSafe guidelines - Wash and sanitize equipment before and after usage
Packaging	<p>Biological (Physical) contaminants:</p> <ul style="list-style-type: none"> - Pest - Dirt <p>Microbiological contaminants:</p> <ul style="list-style-type: none"> - Mold 	<ul style="list-style-type: none"> - Facility where packaging takes place 	<ul style="list-style-type: none"> • No mold • No pest • Good products being packaged • Sterile packaging 	<ul style="list-style-type: none"> • Check all cases for mold and possible pest infestations • Get products packaged by dependable manufacturers 	<ul style="list-style-type: none"> - Find a different supplier
Storage in Distributors	<p>Errors:</p> <ul style="list-style-type: none"> - Damaged products - Signs of Time Temperature Abuse <p>Microbiological contaminants:</p> <ul style="list-style-type: none"> - Mold 	<ul style="list-style-type: none"> - Storage temperature and delivered temperature 	<ul style="list-style-type: none"> • No refrozen ice on product (Sign of Time Temperature Abuse) • Return damaged products (If found when opened) • Store in proper temperature when frozen and unfrozen 	<ul style="list-style-type: none"> • Monitor temperature, and make sure it stays around 70°F, but no less than 50°F when in dry storage • Make sure that product is frozen • Check for any refrozen looking ice crystals 	<ul style="list-style-type: none"> - Throw away all spoiled products - Report all damaged products - refuse all cases that have ice crystals that show that it was defrosted and refrozen at some point

Employment & Work Area Layout

This factory layout is created specifically for the Scuffin squares by our team members in order to control allergens and increase efficiency and safety in the work area. The spaces outlined in brown are our designated peanut/nut storage and preparation areas.



Baking Schedule/Allergen Control Plan

We will follow an ACP plan (Allergen Control Plan). Any of our products containing peanuts will be the last run on the production line. A wet cleaning procedure following the run of an allergen-containing product will be implemented to prevent cross-contamination. If a wet clean is not possible between runs, the first portion of a next run will be discarded. When cleaning operations are not performed between allergen and non-allergen containing products, a PPM (parts per million) analysis will be conducted to establish the safety of the non-allergenic products. Dedicated scoops, utensils and bins for specific ingredients will keep allergens segregated. We will store all allergenic foods or ingredients in an area that is secluded or removed from non-allergenic materials. Our food package will be clearly labeled with all allergens.

Closing Remarks

The Chatham County Food Product Development Team (a.k.a. 'Founders') never realized how much they would learn by participating in this event. Over the last three years we have learned everything from teamwork, leadership, cost analysis, marketing strategies, to safety standards. To say the least, it was a steep learning curve. We would like to thank those that participated in our marketing and taste test trials. Once again, this has been another amazing 4-H adventure. Thank you to all at the local, state and corporate level who put so much time and effort into this event, and Golden Peanut Company for their sponsorship. We greatly appreciate it!

GAP²

Appendix



Appendix A: Picture of Scuffins

All of the Flavors



Blueberry Peach



GAP²

Blueberry Ginger



Blueberry Peanut



Appendix B: Nutrition Facts Label

Blueberry Peach

Nutrition Facts			
Serving Size 1/12 of recipe 100g (100 g)			
Servings per container 12			
Amount Per Serving			
Calories 213		Calories from Fat 56	
% Daily Value*			
Total Fat 6g			10%
Saturated Fat 4g			19%
Trans Fat 0g			
Cholesterol 17mg			6%
Sodium 163mg			7%
Total Carbohydrate 36g			12%
Dietary Fiber 1g			5%
Sugars 19g			
Protein 4g			
Vitamin A	7%	Vitamin C	30%
Calcium	7%	Iron	7%
*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:			
	Calories	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Fiber		25g	30g
Calories per gram: Fat 9 • Carbohydrate 4 • Protein 4			
©www.NutritionData.com			

Blueberry Ginger

Nutrition Facts

Serving Size 1/12 of recipe 83g (82 g)

Servings per container 12

Amount Per Serving**Calories** 198

Calories from Fat 56

% Daily Value***Total Fat** 6g 10%

Saturated Fat 4g 19%

Trans Fat 0g

Cholesterol 17mg 6%**Sodium** 162mg 7%**Total Carbohydrate** 33g 11%

Dietary Fiber 1g 4%

Sugars 15g

Protein 3g

Vitamin A 4% • Vitamin C 2%

Calcium 8% • Iron 6%

*Percent Daily Values are based on a 2,000 calorie diet.
Your daily values may be higher or lower depending on
your calorie needs:

	Calories	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Fiber		25g	30g

Calories per gram:

Fat 9 • Carbohydrate 4 • Protein 4

©www.NutritionData.com

Blueberry Peanut

Nutrition Facts

Serving Size 1/12 of recipe 84g (84 g)
Servings per container 12

Amount Per Serving

Calories 172 **Calories from Fat** 23

% Daily Value*

Total Fat 3g 4%

 Saturated Fat 1g 4%

 Trans Fat 0g

Cholesterol 3mg 1%

Sodium 37mg 2%

Total Carbohydrate 34g 11%

 Dietary Fiber 1g 5%

 Sugars 16g

Protein 4g

Vitamin A 1% • Vitamin C 3%

Calcium 7% • Iron 7%

*Percent Daily Values are based on a 2,000 calorie diet.
Your daily values may be higher or lower depending on
your calorie needs:

	Calories	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Fiber		25g	30g

Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4

©www.NutritionData.com

Appendix C: References

References

- www.jimdandyboxes.com
- <http://nutritiondata.self.com/>
- [www1.agric.gov.ab.ca/\\$department/deptdocs.nsf/all/agdex1137](http://www1.agric.gov.ab.ca/$department/deptdocs.nsf/all/agdex1137)
- <http://www.clearbags.com/2-x-2-1-4-laminated-heavy-duty-heat-seal-bags-100-pieces-slb22q.html>
- <http://www.google.com/patents/CA2161642A1?cl=en>
- <http://www.slideshare.net/mobile/krushnayadavdk/yadav-ppt>
- <http://ispe.org/gmp-resources>
- <http://www.fda.gov/Food/GuidanceRegulation/GuidanceDocumentsRegulatoryInformation/Allergens/ucm106187.htm>
- <https://farrp.unl.edu/milk>
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- The University of Georgia Center for Agribusiness and Economic Development. “Roadside Stand Marketing of Fruits and Vegetables” Prepared by: Kent Wolfe & Sharon Kane. CR-13-05, August 2013.
- Stanford, Duane (Editor of Beverage Digest). “Boutique Coffee Shops Jolt Chains to Step up Sophistication” *Savannah Morning News*. March 27, 2016.
- Kotler & Keller. “Marketing Management” Pearson Publishing, 2016.

Resources that provide good facts about the crops in our product:

- <http://ffanewhorizons.org/farm-facts-about-blueberries/>
- <http://ffanewhorizons.org/farm-facts-about-peaches/>
- <http://extension.uga.edu/agriculture/crops/peanuts/>
- <http://www.verdantkitchen.com/pages/about-us>

Appendix D: Cost Analysis

Ingredients only

This cost analysis will cover all three flavors of Scuffin. Each of the three flavors would have similar food costs and our price point is sufficient to cover the variations.

Ingredients	Package Size	Price per pkg*	Amount used in recipe	Cost per Scuffin
Baking Powder	8.1 oz	\$1.24	2 tsp	\$0.16
Salt	26 oz	\$1.00	1/2 tsp	\$.009
All Purpose Flour	5 lb	\$1.68	2 cups	\$0.225
Egg	12 eggs	\$2.00	1 egg	\$0.16
Buttermilk	1/2 gal	\$2.00	1 cup	\$0.25
Butter	16 oz	\$3.96	6 tbsp	\$0.74
Brown Sugar	16 oz	\$1.00	1/4 cup	\$0.105
Granulated Sugar	4 lb	\$2.32	1/4 cup	\$.0725
**Fresh Peach Puree	29 oz	\$2.79	1 cup	\$0.78
**Ginger	1.6 oz	\$5.00	.8 oz	2.50
Honey	24 oz	\$6.00	1/2 cup	\$0.125
**Peanuts	16 oz	\$1.99	1/2 cup	\$0.50
Blueberries	2 lbs	\$6.40	1 cup	\$1.06
Total Cost for 12:				\$2.91
Cost for 1 square:				\$0.24

* Cost is based on average, current grocery store prices

**Interchangeable ingredients

Appendix E: Taste Test Questionnaire & Results

Scuffin Product Survey

GAP² Product Survey

A	B	C		
1. Do you like the product?				
<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No		
2. Would you eat the product again?				
<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No		
3. When would you eat this product? (Circle one for each sample)				
Breakfast Lunch Snack On-the-Go	Breakfast Lunch Snack On-the-Go	Breakfast Lunch Snack On-the-Go		
4. How would you describe the product (use three adjectives. EX. Delicious)?				
1. 2. 3.	1. 2. 3.	1. 2. 3.		
5. Rate this product on a scale from 1 to 10. (10 being amazing, 1 being awful)				
6. Is it too sweet?				
<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No		
7. Would you buy a bar for \$1.20?				
<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No		
8. Does the product look tasty?				
<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No		
9. Do you think children will like it?				
<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No		
10. How is the texture (Circle 1 for each sample)?				
Soggy Dry Perfect	Soggy Dry Perfect	Soggy Dry Perfect		
11. What can you taste? (Circle 2 for each sample)				
A Strawberry Blueberry	Raisins Apples	Peaches Honey	Craisins Ginger	Peanuts Mango
B Strawberry Blueberry	Raisins Apples	Peaches Honey	Craisins Ginger	Peanuts Mango
C Strawberry Blueberry	Raisins Apples	Peaches Honey	Craisins Ginger	Peanuts Mango
12. What would you drink with this? (Circle 1 for each sample)				
A Water Orange Juice Milk	Apple Juice Soda Coffee	Tea Other: _____		
B Water Orange Juice Milk	Apple Juice Soda Coffee	Tea Other: _____		
C Water Orange Juice Milk	Apple Juice Soda Coffee	Tea Other: _____		

☐ Male ☐ Female

Age/Age Range: _____

GAP²

Taste Test Key:

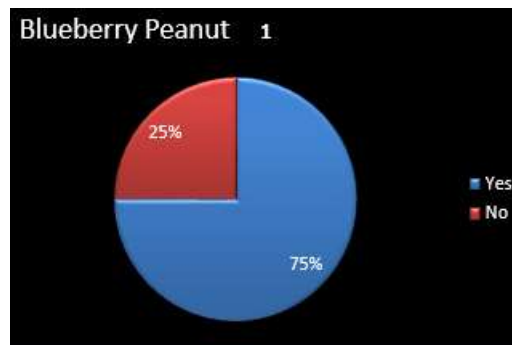
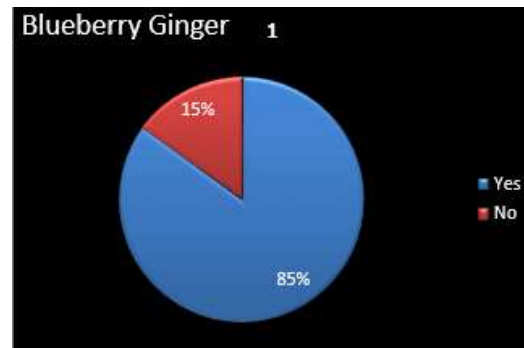
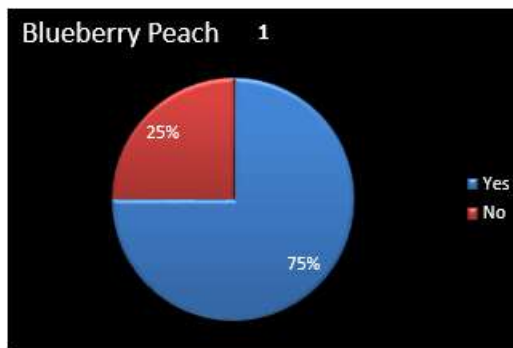
A – Blueberry Peach (BP)

B – Blueberry Ginger (BG)

C – Blueberry Peanut (BBP)

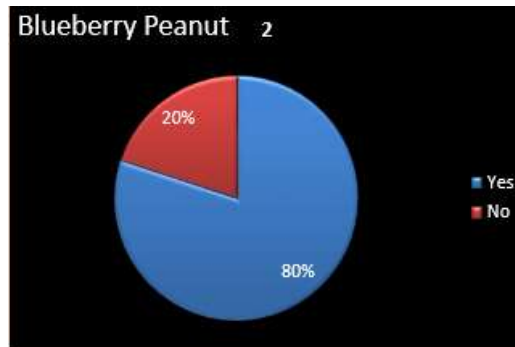
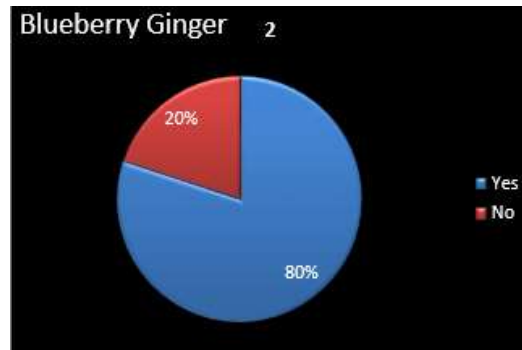
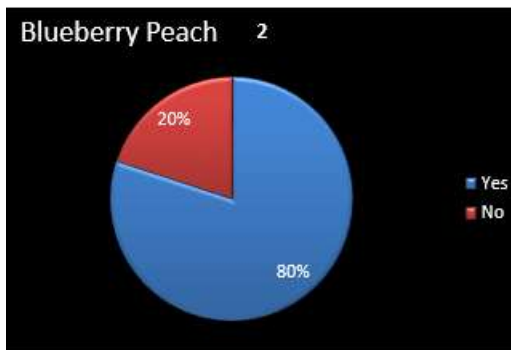
Survey Results

1) Do you like the product?

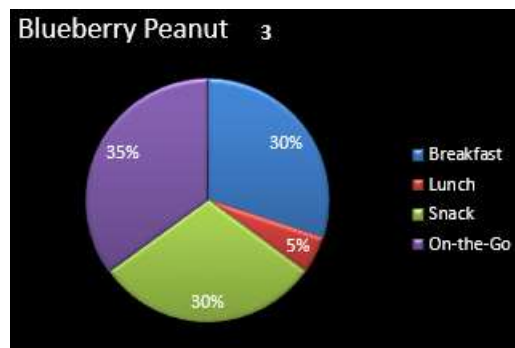
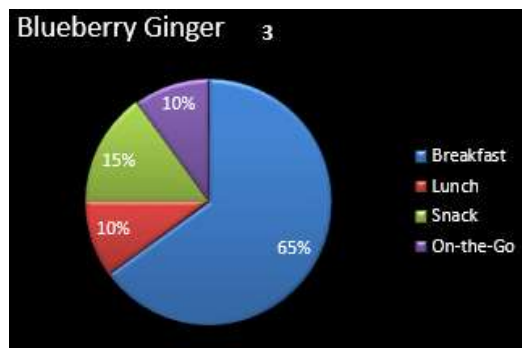
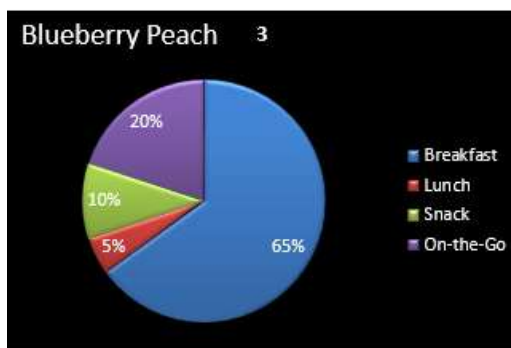


GAP²

2) Would you eat the product again?



3) When would you eat the product?



Appendix F: Rap & Jingle

Scuffin Rap

Georgia is our state
Fruits are great
When you double it more
It's twice the score
Fruits from a garden
Is something you can't pardon
contains some peach
One fourth cup each
Double the fruit
They're even really cute
Double the flavor
That's something you can savor

Scuffin Jingle

When you want something unique
and you really want a treat
We're the GAP
We're the GAP times the GAP

We've got flavor times two
local products that we use
We're the GAP
We're the GAP times the GAP

We're the GAP
We're the GAP
We're the GAP times the GAP

We're the GAP

Appendix G: Radio Advertisement

Are you tired of the same old bland muffin?
Are you tired of dry scones?
Well look no further;
When you cross a scone with a muffin, you get a Scuffin!
You can have a treat that is simply natural with real fruit,
that is delicious, and represents your home state.
So when you want a bite to eat and you really want a treat,
Choose GAP² for your artisanal baked good needs.

Appendix H: Commercials

Script 1 - “‘Shade’ of Tea”

2 women are at a tea party bragging amongst each other over their accomplishments

1: It's a great day, isn't it?

2: It's gorgeous; I'm having a fabulous day today. *sips tea quietly and earns a glare*

1: Well that's nice. You know I've recently had a birthday and my husband bought me a Bentley.

2: Yeah? Well mine bought me a yacht and a jet for mine.

1: WELL - MY HUSBAND ORDERED ME BAKED GOODS FROM GAP²!

2: I BET THEY HAVE AS MANY CALORIES AS A MUFFIN! *starts eating a muffin*

1: That chocolate chip muffin you're eating has 364 calories.

2: *puts the muffin down and starts eating a blueberry one*

1: That one's worse. That has 426 calories. *pulls out a Scuffin and starts eating it*

2: How many calories is that? *seems desperate for something to munch on*

1: Only 172 calories - *2 looks at it* and it tastes absolutely fabulous... just like your day. *grins* Too bad this is my last one. *sips tea and laughs*

2: How can I get some of these GAP² products?

1: You can order it online at www.gap2.com or purchase at the boutique coffee shops.

GAP²

Script 2 - "We're the GAP"

-table rotating the boxes on them around in dim lighting as jingle begins to play-

snapping

Narrator: GAP² has created three flavors! - **display three boxes-**

first verse: when you want something unique and-

-Slices of peaches and slices of blueberries flying through the air... and then reveal the blueberry peach box with a few Scuffins lying outside the box with their respective fruits-

continue song: - you really want a treat-

-Ginger root and blueberries falls down in the background of blueberry ginger Scuffins -

continue song: - we're the GAP, we're the GAP times the GAP

Narrator: You can have a treat that is simply natural with real fruit, that is delicious, and represents your home state!

-Peanuts and blueberries fall down behind the blueberry peanut Scuffin - ****We've got flavor times two, local products that we use... We're the GAP. We're the GAP times the GAP****

We're the GAP. We're the GAP, We're the GAP times the GAP. We're the GAP!!!

Appendix I: Special Acknowledgements

The Chatham County Food Product Team would like to give a heartfelt thank you to the following for their input and support of our project.

1. Chatham County 4-H: Agent Sergia Gabelmann for your faith and support of us. The 4-H'ers, for always being willing to taste our products and listen to presentations. The office staff: Tonia Rudrow and Susie Edwards for all of their technical support. Jackie Ogden and Lisa Jordan for reading our proposal.
2. Georgia 4-H, UGA Food Science Department, and The Golden Peanut Company, LLC for sponsoring this event.
3. Nuts About Savannah for assistance with packaging, labeling, and providing photoshoot location.
4. Verdant Kitchen: Co-owner and CEO Ross Harding for recommendations and education about ginger.
5. Georgia Peanut Commission: Executive Director Don Koehler for listening to our ideas and providing education and insight on the use of peanuts in baked-goods.
6. GEORGIA WebMBA: Marketing class (Spring 2016), Cohort 55, for reviewing our proposal.
7. Min Fenno for assistance with graphic design.
8. Anne Wildes: The Blueberry Barn, Alma, Georgia, for information on storage, cooking, and marketing of blueberries.
9. Owner/Chef Milton Stephens of The Pound Cake Company. The time you spent with us and sharing your story of how you started and grew your company was invaluable. You are a wonderful mentor.
10. Chef Carl Dyson-Bosier of Woodville Tompkins Technical & Career High School. Your advice, guidance and mentorship is priceless.
11. Parents, friends, and others who have supported us.