

Objectives:

- To develop and demonstrate leadership and communication skills.
- To develop team working skills while integrating individual contributions.
- To encourage innovative and creative thinking skills through the development of new food products and marketing strategies.
- To develop an understanding and appreciation for the many aspects of the food industry.
- To acquire knowledge of quality standards, preparation and storage functional properties, feasibility of product, and marketing strategies.

Competition Guidelines:

- Each county may have up to **two** teams of no more than six participants each. Participants should be in grades 9th-12th.
- Contact your county extension office for dates and deadlines (available in event registration for staff).
- Product proposals will be evaluated and the top five will be selected for the state contest at the University of Georgia (Athens campus) Food Science Building. Notification will be approximately 1 week following the proposal deadline.

The product proposal must include the following: (Please see the scoring rubric for additional information)

a. An original idea for a food product which shall include:

1. A product name e.g. "Sample's Raspberry-rhubarb delight"
2. The common name of the product, if applicable e.g. "Fruit preserve"
3. A detailed description of the product
4. An explanation on how the product differs from those already in the market

b. Product formulation:

1. list of ingredients and amounts in descending order based on percentage of the total (no abbreviations; no brand names).
2. The steps necessary to produce the product with annotations indicating where ingredients are used.
3. Please include a Nutrition Facts Panel (NFP) for your product. To obtain an NFP, please email your team's recipe to Dr. Courtney Brown at courtms@uga.edu. The Food Science department will generate an accurate NFP for your product and it will be sent to you.

c. A developed marketing strategy:

For more information, contact your local UGA Extension office at 1-800-ASK-UGA1.

The University of Georgia 4-H program is the largest youth leadership organization in the state.

An Equal Opportunity, Affirmative Action, Veteran, Disability Institution

1. The Target market. This should be some subset of the world population, and should have a reasonable age range and “stage of life range” (“School children”, “young professionals”, “Parents,” etc.)
 2. A marketing research report. At a minimum, this should indicate the number and types of contacts you made in your research. Examples should be provided of all materials distributed (flyers, questionnaires, etc.)
 3. A collection of marketing slogans, advertising and promotional aids, and other ideas may be included, and there are no constraints on the type of media or number of ideas.
- d. A package design for the product.
1. Explanation of why the primary package (the package which directly touches the food) was chosen, and how it meets the functional needs of the product. Functionality should include prolonging shelf-life, protection from physical damage, etc.
 2. An exterior package design. This can include sketches, photos or pictures and will represent what potential customers would see. Please make sure that the front and back of the packaging are clearly shown, as well as the nutrition facts panel.
- e. Storage Plan and Shelf Life
1. Information on how the product will be stored at all stages of distribution (Refrigerated, frozen, room temperature, etc.)
 2. Information on the most likely safety and shelf-life concerns, how those concerns were identified, and how they will be addressed (routine testing for pathogenic bacteria, safe handling labels on the package, processing controls, etc.). * This will be influenced by the processing methods used during product preparation (cooking, freezing, canning, refrigeration, special packaging, etc.).

State Competition

- The top five teams will give a presentation (maximum 15 minutes) using posters, computers or other visual aids that include pictures/sketches, marketing slogans, props, mascots, advertising and promotional aides, ingredients and a statement on why their product would be successful in the food market.
- Contestants will dress neatly and appropriately for the contest. This will be a simulated business proposal meeting.
- Easels, a projector and a computer will be provided for competition presentations or participants may use their own. UGA faculty and graduate students will be available for consultation with finalist teams prior to the day of the contest. The UGA Food Science pilot plant facilities in Athens will be available for use for the finalist teams. Other facilities around the state will be made available to teams for which the Athens location is inconvenient.

Written Proposal: 90 points (this is the proposal submitted in advance)

Follow Written Proposal Rubric

Oral Presentation: 110 Points

Follow Oral Presentation Scorecard

Awards & Recognition

Preliminary Recognition

Each county submitting an entry will receive judging event pins for team members.

From product proposal entries, five teams will be selected to compete at the state level.

State Recognition

- The first place state winning team will receive a team plaque, ribbons, pins and Master 4-H'er status. The team will be invited to participate in the recognition of Special Events Winners at State 4-H Congress (banquet meal and lodging will be covered; however, travel to and from the program is not). The 2nd and 3rd place teams will receive ribbons, pins and team plaques. The 1st place team will also be invited to participate in the Flavor of Georgia event in Atlanta during Georgia Agriculture Awareness Week.