

## Food Product Development Contest Scoring Rubric – Written Proposal

CRITERIA	9 – 10	7 – 8	5 - 6	1 - 4	SCORE
<b>Product Name and Description</b>	Product name is original, descriptive, and marketable. Product description provides a clear and detailed explanation of what the product is, how it is unique, and how it meets a specific consumer need.	Product name is descriptive. Product description provides a clear explanation of what the product is but an unclear or incomplete explanation of how the product is unique, and how it meets a specific consumer need.	Product name is not descriptive. Product description provides an unclear explanation of what the product is.	Product name or product description is missing or shows little effort.	_____ Comments:
<b>Originality of Product</b>	Product is completely original. There is no other product like it on the market.	Product is mostly original but based on modifications of an existing product.	Product represents only minor modifications of an existing product.	Product is a copy of an existing product.	_____ Comments:
<b>Product Recipe</b>	Product recipe clearly lists, in order of use, all ingredients used in the product, accurate explanations of the specific functions (based on physical, chemical, or functional properties) of all product ingredients, and detailed procedures for preparation.	Product recipe clearly lists all ingredients used in the product, reasonable, but general, explanations of the functions (based on physical, chemical, or functional properties) of all ingredients, and procedures for preparation.	Product recipe provides an incomplete list of the ingredients used in the product, incomplete or incorrect explanations of the ingredient functions, or incomplete or unclear procedures for preparation.	The list of ingredients, explanations of ingredient functions, or instructions for preparation are missing or show little effort.	_____ Comments:

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<b>Marketing Plan &amp; Research</b>	Marketing plan is appropriate for target audience, provides detailed explanation of marketing techniques to be used, provides multiple examples of marketing tools, and displays professionalism and creativity.	Marketing plan is appropriate for target audience, provides an explanation of marketing techniques to be used, provides one sample marketing tool, and displays professionalism and creativity.	Marketing plan is inappropriate for target audience, provides an incomplete explanation of marketing techniques to be used, does not provide an example of a marketing tool, and/or lacks professionalism and creativity.	Marketing plan is missing or shows little effort.	_____ Comments:
<b>Target Audience</b>	Target market is clearly defined and an explanation is provided as to why the particular audience was chosen. Target market goes well with product theme.	Target market is broadly defined and goes well with the product theme.	Target market is defined but only goes somewhat well with the product theme.	Target market is missing or shows little effort.	_____ Comments:
<b>Package Design</b>	Package (or detailed drawing) contains an original design feature and is made (or drawn) to scale. Visual design is professional, appeals to the target market, and provides required product information (product name, ingredients, nutritional information, etc.). A clear, detailed explanation of the selection of package materials and design (based on the physical, chemical, and functional properties of the product and package) is provided.	Package (or detailed drawing) is made (or drawn) to scale. Visual design is professional, appeals to the target market, and provides required product information (product name, ingredients, nutritional information, etc.). A general, but accurate explanation of the selection of package materials and design (based on the physical, chemical, and functional properties of the product and package) is provided.	Package (or detailed drawing) is not made (or drawn) to scale. Visual design is professional and appeals to target market, but required product information (product name, ingredients, nutritional information, etc.) is incomplete. An incomplete explanation of the selection of package materials and design is provided.	Package or package design is missing or shows little effort.	_____ Comments:

<b>CRITERIA</b>	<b>9 - 10</b>	<b>7 – 8</b>	<b>5 – 6</b>	<b>1 - 4</b>	
<b>Storage, Display Plan, Shelf Life</b>	Specific storage conditions (based on physical, chemical, and functional properties of product and package) are specified. A reasonable estimate of product shelf-life are provided. Display plan is appropriate for target market.	General storage conditions (based on physical, chemical, and functional properties of product and package) are specified. An estimate of product shelf-life is provided. as well as Display plan is appropriate for target market.	General storage conditions are specified. An inaccurate estimate of product shelf-life is provided. Display plan is appropriate for target market.	Storage , Shelf Life, Display plan is missing or shows little effort.	_____ Comments:
<b>Safety</b>	Procedures for safety control during production of food are specified. Tests or regulations to insure consumer safety are indicated and a specific description of food safety concerns is provided.	Some procedures for safety during production of food are specified. Some tests or regulations to insure consumer safety are indicated. A general description food safety concerns is provided.	Incomplete procedures for safety during production of food are specified. Incomplete tests or regulations to insure consumer safety are indicated. Incomplete food safety concerns provided.	Safety procedures, tests, regulations, and food safety concerns are missing .	
<b>Written Communication</b>	Written proposal addresses all required areas. Writing is clear and free of grammar, spelling, and typographical errors.	Written proposal addresses most of the required areas. Writing is clear and contains no more than 5 grammar, spelling, or typographical errors.	Written proposal addresses some of the required areas. Writing is unclear and/or contains 5 or more grammar, spelling, or typographical errors.	Written proposal addresses few of the required areas. Writing is unclear and contains many grammar, spelling, or typographical errors.	_____ Comments:
<b>Total Score (out of 90):</b>					_____

**Additional Comments:**