FFA Food Science & Technology CDE

Team Marketing Scenario

Your FFA Chapter is hosting a fundraiser to sell frozen, pre-packaged breakfast bowls. Your chapter officers have requested your committee to make a new custom flavor of breakfast bowl for the fundraiser this year. These bowls will be sold and shipped to your FFA Chapter in bulk, frozen, and you will distribute to the customers in your community. Your committee has been tasked to create a new flavor that maintains a high quality and price point while being a product that you believe will sell well in your community.

Please define and justify your target audience in your proposal.

All products sold shall remain frozen from the point of manufacture to the sales point.

**Initial manufacturing run:** The manufacturer will be able to produce to your FFA Chapter’s specification. However, please keep in mind a $0.75 overhead cost/unit sold will be charged in addition to product cost.

**Product Development:** Your FFA Officer Team has asked for a target $2,000 net profit on this fundraiser.

Feel free to use the back of these pages or add additional pages as needed. Clearly identify where your answers are located.

Names of team members:

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________
Package & Label design (150 pts): The packaging design should appeal to the target market and should not significantly add to the cost of the product. Explain your packaging choices and WHY you chose each option. Illustrate how the packing will look if needed.

Essential Questions:
1) WHY did you choose the design for the product that you choose? Discuss both product and packaging design.

2) Who is your target audience, and why did you choose this target market?

3) Where will your nutrition label be placed?

4) Where will your ingredient statement be placed?
Ingredient Statement
(for the product you designed)

Design your front panel label here. Include any explanations needed. Leave a placeholder for your nutrition label (you do not need to recreate it just leave a space for it).
**Nutrition Label problem:** You will be calculating a nutrition label for a new frozen breakfast bowl that your supplier will be producing for sale in grocery stores (not for the product your team is designing— all teams will complete the same nutrition label). They have been asked to develop a high-protein turkey sausage omelet with cheddar cheese and diced potatoes. One serving size is a full bowl, 184g. Use the provided nutrition information.

**Ingredients:**
- Scrambled eggs
- cheese (Cheddar)
- ham
- diced potatoes

**Nutrition Facts**

*Enter your calculated nutrition label info below.*

Serving Size: ____________________________

Servings Per Container: __________________

Amount Per Serving: ____________________

Calories: _______________________________

Total Fat: ______________________________

Cholesterol: ___________________________

Sodium: _______________________________

Total Carbohydrate: _____________________

Protein: _______________________________

**Nutrition Facts**

<table>
<thead>
<tr>
<th>Serving</th>
<th>Calories</th>
<th>Calories from Fat</th>
<th>% Daily Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
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<table>
<thead>
<tr>
<th>Saturated Fat</th>
<th>Trans Fat</th>
<th>Polyunsaturated Fat</th>
<th>Monounsaturated Fat</th>
<th>Cholesterol*</th>
<th>Sodium*</th>
<th>Total Carbohydrate*</th>
<th>Dietary Fiber</th>
<th>Sugars</th>
<th>Protein*</th>
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<table>
<thead>
<tr>
<th>Vitamin A</th>
<th>Vitamin C</th>
<th>Calcium</th>
<th>Iron</th>
<th>Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:</th>
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<tbody>
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<td></td>
<td></td>
<td></td>
<td>Calories: 2,000</td>
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<tr>
<td>Total Fat</td>
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<td></td>
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<td>Total Fat</td>
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<tr>
<td>Sat. Fat</td>
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<td>Total Carbohydrates</td>
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<td>Total Carbohydrates</td>
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<tr>
<td>Dietary Fiber</td>
<td></td>
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<td>Dietary Fiber</td>
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</tbody>
</table>

Calories per gram: 
- Fat 9 * Carbohydrate 4 * Protein 4
Nutrition Label Calculations

Show your work here. Feel free to use the back of the page or add additional pages if needed.
**Marketing and Processing**

**Manufacturer's Suggested Retail Pricing (MSRP):** (20 pts) Your FFA Officers want your fundraiser to generate a $2000 net profit. **Determine a MSRP (sales price) for the product that your FFA Chapter will sell these breakfast bowls for during your fundraiser. SHOW YOUR WORK.**

Gross cost to manufacture each unit: $___________ (10 pts)

Recommended MSRP (mark-up) Price: $___________ (10 pts)

**Target Audience: (10 points)**
Identify your target audience. Give demographic descriptors of your target audience, and why you chose them.
Marketing Locations and Advertising (15 pts): What is your marketing plan? How and where will you sell your product?

Special Promotions (30 Pts): What special promotions do you propose for your product launch? For example, Buy One Get One 25% off.

Your FFA Treasurer allowed you to spend 5% of the net profit for advertising budget- $100. Please determine and explain how you will spend it and justify your choices. Use this page (and the backside, or additional pages) to outline a plan for advertising.
Processing

1. Describe how you will direct the manufacturer to plan to make the product and what equipment is needed (15 pts)

2. Company HACCP and GMP (20 Pts): Create a flow diagram or detailed explanation for your operation.

3. What are your potential hazard (critical control points) or concerns with the product? (10 pts)