

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.

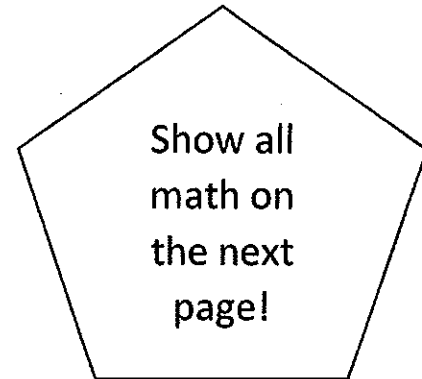
Product Development: Your FFA Officer Team has asked for a target \$2,000 net profit on this fundraiser.

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:

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:	Amount
● Scrambled eggs	2.5 oz
● cheese (Cheddar)	1 oz
● ham	1 oz
● diced potatoes	2 oz



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			
Serving Size*			
Servings per Container*			
Amount per serving*			
Calories*	Calories from Fat		
		% Daily Value	
Total Fat*			
	Saturated Fat		
	Trans Fat		
	Polyunsaturated Fat		
	Monounsaturated Fat		
Cholesterol*			
Sodium*			
Total Carbohydrate*			
	Dietary Fiber		
	Sugars		
Protein*			
Vitamin A	Vitamin C		
Calcium	Iron		
Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your caloric 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 Carbohydrates		300g	375g
Dietary Fiber		25g	30g
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)