



## FOOD INNOVATIONS

Food Innovations is an individual or team event that recognizes participants who demonstrate knowledge of the basic concepts of food product development by creating an original prototype formula, testing the product through focus groups, and developing a marketing strategy. Participants will demonstrate their knowledge of food science, nutrition, food preparation safety, and product marketing. Participants must prepare a display, suggested product packaging, and an oral presentation.

### Event Categories

1. Junior: up to grade 9
2. Senior: grades 10-12
3. Occupationally Specific: grades 10-12

### Eligibility

1. Participation is open to any state/nationally affiliated FCCLA chapter member(s). Chapter should select the category that corresponds with the type course in which the participants are or have been enrolled and the category indicated on the Affiliation Form. Event categories may be changed two weeks prior to the regional meeting for a \$20 fee to pay for the cost of awards. This can be done by faxing in the Change/Deletion form located in the Forms/Resource section of the guidebook. Payment must be received in the state office prior to the region meeting.
2. The chapter's initial entry must be dues paying members from a state and nationally affiliated chapter, which is submitted with a postmark on or before **November 1**. Additional members wanting to participate in Competitive Events may be affiliated online until two weeks prior to the region meeting. Forms and payment must be received at the state office by that date. If affiliation paperwork and payment is not received in the state office by the deadline, it may be brought to the Headquarters room at the region meeting prior to Competitive Event Registration. A \$50 onsite affiliation fee per member (which includes national and state dues) will be collected. The FCCLA Confirmation Receipt will then be provided.
3. The chapter advisor must submit the electronic entry forms on the Texas FCCLA website. Competitive Event Payment Invoice and payment must be mailed to Family, Career and Community Leaders of America postmarked on or before **December 1**.
4. A designated chapter member must attend the regional or state leadership meeting in order to officially enter the regional or state competition. Each participant must be registered for the regional or state conference. *Note: Participants will need to pay for the conference registration fees and the STAR Event entry fees.*
5. The Food Innovations project shall be developed and completed during a one-year span starting July 1 and ending June 30 of the current school year preceding the regional, state or national leadership meeting.
6. The Food Innovations project must be planned and prepared by the participant(s) only. Supporting resources are acceptable as long as participants are coordinating their use and resources are cited appropriately verbally and/or in print during the presentation to avoid false credit for unoriginal or non-participant work.

## Procedures & Time Requirements

1. At the designated time, participants will have 30 minutes to set up their displays. Only participants are allowed in the setup area. Other persons may not assist. Displays not set up at the designated time will not be allowed to present.
2. The oral presentation **may be up to** 15 minutes in length. A one-minute warning will be given at 14 minutes. The participant will be stopped at 15 minutes with no point deduction. There is no minimum length of time for this event.
3. If audio or audiovisual recordings are used, they are limited to 3 minutes playing time during the presentation. Visual equipment, with no audio, may be used during the entire presentation.
4. Following the presentation, judges will have 5 minutes to interview participant(s).
5. Following the interview, judges will have 5 minutes to review the display.
6. Judges will use the rubrics to score and write comments for each participant.
7. The total time required for this event is approximately 30 minutes.

## General Information

1. Participant(s) must bring all other necessary supplies and/or equipment. Wall space will not be available.
2. Table and electrical outlets must be requested on the entry form. Extension cords and power strips are not provided.
3. Manuals, scrapbooks, and photo albums are not allowed in this event.
4. Participants may not carry in additional visuals or props for the oral presentation. The display and suggested product packaging may be used as a visual during the presentation, but movement of the display and visuals must occur within the original dimensions only. This includes handouts, samples, etc. (Exception: if displays are set one day and presentation is not scheduled until the next day. Times will be allowed to reset A/V equipment in this scenario. FCCLA is not responsible for local chapters' equipment.)
5. The food product scenario for each category will be posted on the STAR Events page of the FCCLA national website on August 1.
6. The top six teams in each category will advance from region to state competition. The top team in each category will advance to the national competition.
7. Rubrics will be returned to the participants/teams by mail only if a #10 standard business, self-addressed, stamped envelope is provided by the chapter during the Competitive Event Registration. Participant(s) name and advisor's name must appear on the outside of the envelope. One envelope per team may be submitted.
8. **Presentation Elements: Allowed:** audio, costumes/uniforms, easel(s)/props/pointers visual equipment, visuals. **Not Allowed:** file folders, portfolios, skits.

9. Disqualification will occur if:
- If individual does not check in at the Competitive Event Registration (participants must register for meeting and for Competitive Events),
  - Participant does not show up at designated time for competition
  - Chapter entry is not presented.

## FOOD INNOVATIONS SPECIFICATIONS

### Display

A display may be used to document and illustrate the work of one project.

The display may be either freestanding or tabletop. Freestanding displays should not exceed a space 48" deep by 60" wide by 72" high, including audiovisual equipment. Tabletop displays should not exceed a space 30" deep by 48" wide by 48" high, including audiovisual equipment. Failure to follow dimensions rules for displays will result in a deduction of points. Information or props outside the display will be considered part of the display and subject to penalty (tablecloths, storage items, boxes below the table, etc.). Visuals or props used during the oral presentation of the display must be contained within the dimensions of the display, and movement of the display during the presentation must occur within the original dimensions only. Each display must include the following elements:

Project Identification Page	One 8 1/2" x 11" page on plain paper, with no graphics or decorations; must include participant's name(s), chapter name, school, city, state, region, and project title.
FCCLA Planning Process Summary Page	One 8 1/2" x 11" summary page of how each step of the Planning Process was used to plan and implement the project; use of the Planning Process may also be described in the oral presentation.
Original Prototype Formula(s)	Present an original prototype formula(s) and the modified version(s) after each test and alteration, including the final formula(s). Changes from the previous version should be highlighted in each modified formula. The original prototype formula(s) must fit within the participants' category of the online national food product scenario. The final formula(s) may be from any stage of development, sufficient evidence is given to support the choice of the final formula(s) as the best option for manufacturing.
Product Testing Method	Participants will test their formula in focus groups and modify it two times. Focus groups should follow the following guidelines: Test #1—minimum five (5) individuals Test #2—minimum ten (10) individuals, who are part of the intended consumer audience(s) of the product. Display the method of evaluation for each stage of testing and include a sample of both negative and positive results from each stage.
Process Storyboard	Show pictures of the product at various stages of production and testing.
Nutrition Information	<b>Junior</b> —list of nutrients (no amounts needed) found in the product, exhaustive list of ingredients, allergy warnings, and consumption instructions, if needed. <b>Senior and Occupational</b> —create a nutrition fact label for the product, following USDA guidelines, which includes the following items: serving size; amount per serving and % Daily Value of: total calories, fat calories, total fat, total carbohydrates, protein, sodium, and cholesterol; ingredients; allergy warnings; and consumption instructions.

Equipment, Safety, and Sanitation	Develop a list of equipment used and safety precautions taken to ensure a safe test kitchen and sanitary product.
Product Summary	Includes product name, target market, appeal of product to target audience.
Actual and Suggested Pricing	Determine the actual cost of producing one serving and one package of the product. Develop a suggested price for retailing the product.
Appearance	The display must be neat, legible, and professional and use correct grammar and spelling.

### Suggested Product Packaging

**Junior**—The suggested product packaging should be a 2-D rendition of the intended product container, either drawn by hand or with a digital program, displayed either on or in addition to the display.

**Senior and Occupationally Specific**—The suggested product packaging should be an actual size, 3-D model of the intended product container, in addition to the display.

The suggested product packaging must be contained within the dimensions of the display, and movement of the model during the presentation must occur within the original dimensions only.

Design Effectiveness	The drawing or model should exhibit creativity and innovation and the design should be effective in containing, shipping, and storing the product. Include a description of actual materials to be used in the suggested product packaging.
Marketability	<p><b>Junior</b>—The packaging should be appealing to the target audience. Minimum information required:</p> <ul style="list-style-type: none"> <li>• Product Name</li> <li>• Ingredient List</li> <li>• Allergy Warning</li> <li>• Consumption Instructions</li> </ul> <p><b>Senior and Occupational</b>—The packaging should be appealing to the target audience and contain all of the appropriate information to be ready for sale. Minimum information required:</p> <ul style="list-style-type: none"> <li>• Product Name</li> <li>• Nutrition Fact Label</li> <li>• Ingredient List</li> <li>• Allergy Warning</li> <li>• Consumption Instructions</li> <li>• Net Weight</li> </ul>
Appearance	The drawing or model must be neat, legible, professional, and visually appealing.

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