



JOHN EDMONDSON HIGH SCHOOL

Assessment Notification

Faculty: Home Economics

Course: Food Technology

Year: 12

Assessment Task: Food Product Development

Assessment Weighting: 30%

Due: Term 2 Week 10 Date: Booklet 3rd July before roll call in G1

Practical: Week 10 in allocated double lesson.

Task Type: Hand in Task In Class Task Practical Task

Outcomes assessed (NESA)

H1.3 Justifies processes of food product development and manufacture in terms of market, technological and environmental considerations

H4.1. Develops prepares and presents food using product development processes.

Task Description/Overview

In this task students learn to:

- Develop a product that meets a consumer need
- Plan suitable strategies for the marketing of a specific product

Detailed Assessment Task Description

“Design and develop a breakfast food product for a specific need”

Design situation

The company “Ready Breakky” is a new small business in the food industry, who is aiming to develop a line extension for a specific market. They currently manufacture “breakfast” style foods.

Market research has shown that there is a definite need for healthy food, especially for health conscious people who are concerned with the kilojoule, fat, sugar and salt content of foods. They have also found a need for a line extension for people who have busy lifestyles and don’t have the time for a sit down home breakfast.

Design Task

You work in the product development section of "Ready Breakky". You need to design and develop a food product to fit the design brief criteria using the steps in food product development outlined below.

STEPS IN FOOD PRODUCT DEVELOPMENT

1. Design brief: based on project aims and development criteria
2. Idea generation and screening
3. Market research
4. Evaluation
5. Product design specifications
6. Feasibility study
7. Production process development
8. Development of prototype
9. Testing the product prototype
10. Marketing plans

Refer to your class notes and texts for more detail.

- You will complete the task using your assessment task booklet "**Food Product Development**".
- The booklet will help guide you through the food development process and help with the completion of your tasks.
- Use your booklet to document your information and you may add extra pages if required. *You can retype the information if you like as long as you follow all the headings.*

Work should be presented in a handwritten or typed format – as set out in the assignment. You may include diagrams, pictures and samples in your research.

N.B All work that is not your own, must be referenced.

- Students will be allocated 2-3 lessons of class-time to work on this task.
- All work must be completed and handed in on the due date, or a mark of zero will be allocated as per JEHS Assessment Policy.

Assessment Marking Guidelines / Criteria

OUTCOME	Guidelines / Criteria	Marking
H4.1	1. Design Brief: <ul style="list-style-type: none"> • Describes a design brief based on project aims and development criteria. 	/2
H4.1	2. Idea Generation – Collection of background information <ul style="list-style-type: none"> • Brainstorms – this may include information on nutrition, food preparation techniques, packaging, advertising, lifestyle of the type of people purchasing. • Include pictures/photos of three existing food products that other companies produce – description on possible clients/drivers and why they are successful. • Inclusion of 3 recipes (internet or magazine) – discuss the positives and negatives of these design ideas. • Survey 5 people about their food needs and discuss findings. (Include surveys with task) 	/10
H4.1	3. Screening Ideas <ul style="list-style-type: none"> • Describes two possible food ideas. /2 • Produces labelled sketches of how the product will appear out of the package. /4 • Discusses constraints that may impact on a food development company. /2 • Describe the market segment your food product is targeted to. /2 • Outline two types of market research that could be conducted for this Design Brief. /4 	
H4.1	4. Evaluation <ul style="list-style-type: none"> • Justifies the selection of a line extension based on analysis of market research. /3 	
H1.3	5. Product Specification <ul style="list-style-type: none"> • Outlines all the components required for the production of a line extension such as raw materials, packaging materials, labelling /8 	

	<p>requirements, storage conditions and recommended shelf life.</p> <ul style="list-style-type: none"> • Produces two possible packaging sketches – front, back and side views. Detailed description of the packaging ideas • Describes the five functions of packaging • Creation of packaging prototype – does not have to be to scale. 	<p>/6</p> <p>/5</p> <p>/6</p>
H4.1	<p>6. Feasibility Study</p> <ul style="list-style-type: none"> • Identifies the cost of food ingredients to produce new food product. • Describes a feasibility study. • Outlines the importance of the feasibility study in relation to design task. 	<p>/2</p> <p>/2</p> <p>/2</p>
H1.3	<p>7. Production Process Development</p> <ul style="list-style-type: none"> • Produces a detailed flow chart, outlining all the steps in the production of new food product - Identifies and clearly labels raw materials, methods of processing, processing equipment and quality control measures. 	<p>/8</p>
H4.1	<p>8. Development of a prototype</p> <ul style="list-style-type: none"> • Develops a recipe for the prototype. • Produces a prototype 	<p>/4</p> <p>/2</p>
H4.1	<p>9. Testing product prototype</p> <ul style="list-style-type: none"> • Describes two types of testing that can be conducted on the new food product. • Predicts how the results of these tests may influence the success of the final product. • Develops a record sheet, completed record sheets included with task. • Conducts sensory evaluation test of new food product following correct procedures. • Evaluates the results of sensory testing of new food product. 	<p>/4</p> <p>/2</p> <p>/4</p> <p>/3</p> <p>/4</p>

H1.3	10. Marketing plans <ul style="list-style-type: none"> • Describes the four organised activities of the marketing mix. • Discuss possible retail outlets for the placement of the new food product. • Proposes and justifies a promotional program for marketing new food product. 	/4 /2 /3
	TOTAL	/100

Assessment Criteria		
Grade	Description	Mark Range
Outstanding (O)	Extensive completion all components of task as outlined above.	90-100
High (H)	Thorough completion of all components of task as outlined above.	80-89
Sound (S)	Sound completion all components of task as outlined above.	60-79
Basic (B)	Basic completion all components of task as outlined above.	40-59
Limited (L)	Limited completion all components of task as outlined above.	0-39

Satisfactory completion of courses

A course has been satisfactorily completed, when the student has:

- Followed the course developed/endorsed by the NSW Educational Standards Authority (NESA)
- Applied himself/herself with diligence and sustained effort to the set tasks and experiences provided in the course.
- Achieved some or all of the course outcomes

