

Assessment Task Notification

RESPECT | RESPONSIBILITY | PERSONAL BEST



Faculty: TAS	Course: FOOD TECHNOLOGY	Time allowed: 4 WEEKS
Teacher: NICHOLAS ARMSTRONG		Email: Nicholas.armstrong12@det.nsw.edu.au
Task number: 3	Title: FOOD PRODUCT DEVELOPMENT - DESIGN TASK	
Year: 12	Due date: 14/06/2024	Weighting: 25%

Syllabus outcomes assessed:

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

H2.1 evaluates the relationship between food, its production, consumption, promotion, and health.

H4.1 develops, prepares, and presents food using product development processes.

21st Century and employment related skills:

<input checked="" type="checkbox"/>	Communication	<input checked="" type="checkbox"/>	Use of technology
<input checked="" type="checkbox"/>	Critical Thinking	<input type="checkbox"/>	Self-reflection and refinement
<input checked="" type="checkbox"/>	Creativity	<input checked="" type="checkbox"/>	Problem Solving
<input type="checkbox"/>	Collaboration	<input checked="" type="checkbox"/>	Initiative and Enterprise
<input checked="" type="checkbox"/>	Planning and Organising	<input type="checkbox"/>	Cross-Cultural Understanding

Task Situation:

Food product development is an integrated system involving expertise in the fields of marketing and manufacture. The food product development process applies knowledge and skills developed through study of a range of areas, including nutrition, food preparation and food manufacture.

Task description:

- Select one target market from the following groups:
 - single person household
 - elderly couple
 - double income household without children
- Develop a food product that will satisfy the needs of this group. This product should require some degree of preparation to become the finished product e.g. a simmer sauce, a cake mix, a soup mix, frozen dinner.
- Package your product using an appropriate presentation technique. Use sustainable packaging techniques where applicable.

4. Label your packaging in accordance with legislative requirements.
5. Prepare and present your food product and package. This will be due with the written task on the **14th of June.**
6. Write a report to accompany your food product / package using the following headings:
This can be done as a document, or as a website eg Google Sites.
 - **MARKET RESEARCH**
 - i. What information would you need to research before you manufactured your product?
 - ii. Outline the ways by which you could conduct market research.
 - **PRODUCT SPECIFICATION**
 - i. Give full details of the product e.g. ingredients, quantities, costs (follow the outline in your notes).
 - **PRODUCTION PROCESS DEVELOPMENT**
 - i. How would you produce this product?
 - **PRODUCT DESCRIPTION**
 - i. Describe the principles you would apply to preserve the food to extend its shelf-life.
 - **LINE EXTENSION**
 - i. Describe TWO (2) line extensions that could be developed if the product proved to be successful.
 - **MARKETING PLAN**
 - i. Design a plan to market your product. Include the 4 P's.
7. Evaluate your food product. How could it satisfy the needs of your target market? Write a detailed evaluation which includes:
 - The food itself, include lifestyle and health.
 - The packaging (include the label and the opening/closure).
 - The shelf life (include consumption).

Assessment criteria:

You will be assessed on your ability to:

- collecting, analysing, and organising information
- skills in effective communication
- planning and organising activities
- solving problems
- prepare and test a prototype

Method of task submission:

Students are to submit their assignment to the library before 8:20am on Friday the 14th of June. Submissions are to be printed. All physical products are to be delivered to Mr Armstrong on June the 14th.

Marking guidelines:

Grade	Descriptor	Mark
A	Extensive knowledge and understanding is demonstrated in the justification of the processes of food product development and manufacture in terms of market, technological and environmental considerations. Evaluates the relationship between food, its production, consumption, promotion and health demonstrating extensive knowledge and understanding. Highly developed food product skills and processes are used to develop, prepare and present food.	21-25
B	Thorough knowledge and understanding is demonstrated in the justification of the processes of food product development and manufacture in terms of market, technological and environmental considerations. Evaluates the relationship between food, its production, consumption, promotion and health demonstrating thorough knowledge and understanding. Well-developed food product skills and processes are used to develop, prepare and present food.	16-20
C	Sound knowledge and understanding is demonstrated in the justification of the processes of food product development and manufacture in terms of market, technological and environmental considerations. Evaluates the relationship between food, its production, consumption, promotion and health demonstrating sound knowledge and understanding. Food product skills and processes are used to develop, prepare and present food.	11-15
D	Basic knowledge and understanding is demonstrated in the justification of the processes of food product development and manufacture in terms of market, technological and environmental considerations. Evaluates the relationship between food, its production, consumption, promotion and health demonstrating basic knowledge and understanding. Familiar food product skills and processes are used to develop, prepare and present food.	6-10
E	Elementary knowledge and understanding is demonstrated in the justification of the processes of food product development and manufacture in terms of market, technological and environmental considerations. Evaluates the relationship between food, its production, consumption, promotion and health demonstrating elementary knowledge and understanding. Some food product skills and processes are used, with guidance to develop, prepare and present food.	1-5
N	Non-serious attempt or non-submission of task	0

