

Food Science Product Presentation Judge Recommendations:

As part of the product presentation, you will evaluate the package display. Depending on the quality of the display they draw, it may be hard to tell WHERE on the package, so you may want to add a question to the product presentation to ask them to explain where the parts of the labels would go on their packaging. To help do it quickly, here's a list of what should be included in each section in order for it to be complete:

Use and Development of Nutritional Label

- Required Information Present (10 pts – see below)
- Correct calculations (10 pts – based on their math and calculations)
- Correct organization (10 pts – see below)

Nutrition Facts			
Serving Size: 1 cup (228 g)			
Servings Per Container: 2			
Amount Per Serving			
Calories	250	Calories from Fat	110
		% Daily Value*	
Total Fat	12 g		18%
Saturated Fat 3 g			
Trans Fat 3 g			
Cholesterol	30 mg		10%
Sodium	470 mg		20%
Total Carbohydrate	31g		10%
Dietary Fiber 0g 0%			
Sugars 5g			
Protein	5 g		

Vitamin A			4%
Vitamin C			2%
Calcium			20%
Iron			4%
*Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs.			
		Calories: 2000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2400mg	2400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Must be offset in a box.

Nutrition Facts should be the largest words on the label.

There should be 3 sections included. *Sections are shaded to the left for your reference but are not shaded on a label.*

1. Serving size in US and metric... Servings per container (even if it is only 1).
2. Nutrition facts including amount and percentage. ALL categories listed should be included, even if the amount is zero. Partial points can be earned if not all sections are represented.
3. A description of the Percent Daily Values. May or may not include the breakdown of fat, cholesterol, etc.

Can be broken up to be more horizontal if necessary based on the shape/size of the container. Products quick-served in restaurants or “not for individual sale” may not have a nutrition panel on their individual packaging – but facts should be available on the larger packaging.

Use and development of the ingredient statement

- Present (10 pts) – Is it included?
- Correct order and all ingredients included (10 pts) Must list all ingredients by their common names in descending order by weight.
- Location on package (10 pts) - Should be located beneath the Nutrition Facts label. If it won't fit there it can be located to the side of the Nutrition Facts label. On a box, these should be on the panel adjacent and to the right of the PDP.

Use of principle display panel to convey information

- All required components (15): **Statement of Identity** (what IS it? “Dairy Dreamz” vs “Dairy Dreamz: Yogurt Snack.”) **Net contents of package in BOTH metric and US Customary system** (ex: NET WT 12 OZ (340g) or NET WT 24 OZ (1LB 8 OZ) 680g)). **Contact information** for manufacturer, packer or distributor (this is known as the signature line). **List of Ingredients**. In a product with allergens, they must be listed, clearly, both within the ingredient list and separately in obvious font. (Contains tree nuts.) All “big 8” allergens must be listed in this way (Milk, Eggs, Fish, Shellfish, Tree Nuts, Peanuts, Wheat, Soy). **Nutritional information panel**.
- Correct information (15): Is the information that’s included correct – realistic number for net contents, accurate contact info, appropriate nutrition and ingredient details.
- Location on package (10): This is generally the front of the top of the package – the portion of the package label most likely to be seen by the consumer at the time of purchase. It may share space with nutritional panel as necessary. In products sold in bulk, it could be present on the box instead of individual wrappers. The information from the PDP will often be split with the Statement of Identity and Net Contents on the front or top of the container and the List of Ingredients, Nutritional Information Panel and Contact Information on a separate information panel. This is okay.

General Presentation Question Recommendations

Serving as a judge for the product placement component of the Food Science CDE is fun – but it can be challenging to assess all of the parts of the scorecard. Students are asked to include a LOT of information in their presentation – but they can also earn points if they address that information in their questions. Being prepared with strong questions can help assess all aspects of the scorecard. We strongly recommend reviewing the scorecard and identifying some follow up questions that will help you assign points within the rubric.

Potential questions to consider:

- What price point do you recommend for your product and how did you determine that?
- What nutritional selling points does this product have specifically related to the target demographic?
- What quality control measures would you use in producing this product? Describe the flow of how this would be produced.
- How would you launch this product through marketing?
- What is the shelf-life of this? What food safety precautions did you take note of?
- What were the most important factors you considered when developing your product?