

PRODUCT DEVELOPMENT COMPETITION RULES AND PROCEDURES

PURPOSE

The purpose of the competition is to:

- encourage involvement in the Institute of Food Technologists
- promote professionalism and innovative thinking
- provide an opportunity for individuals to develop skills in teamwork and cooperation
- provide a link between industry, students, and the IFT Student Association
- afford food industry representatives the opportunity to spot talented students for potential employment.

RULES

Failure to comply with any of the rules of the competition may result in penalization of teams, including disqualification at the discretion of the judges and the competition chair.

GENERAL COMPETITION RULES

Entries must consist of a proposal for a new food product. Judges will be evaluating the potential success of product entries in today's market and technical problem solving skills used in product development.

Teams may enter their products in more than one competition (*i.e.* competitions outside the IFT).

In order to control the emphasis and fairness of the competition, the following limitations will be enforced:

- Judges will not award extra points for the size of sensory panels or source of panelists. The purpose of this rule is to eliminate the possibility of teams earning extra points for their ability to collect more sensory data due to a larger number of team members.
- Since the focus of this competition is on food science skills in product development, judges will not give points for package graphics or other advertising material.
- Proposals from previous winners may not be distributed by IFTSA. All competing teams will be informed of only their respective scores and judges' comments.
- All written proposals must be mailed, shipped, or hand-delivered to the competition Chair. The report may NOT be e-mailed, faxed, or otherwise transmitted. Reports must be received by the Chair *on or before* deadlines stated herein, including those that fall on weekends or holidays.

- All parts of the competition will be conducted in English.

If a competition rule has been breached, the competition chair will be allowed to present a report detailing the infraction(s) to the judges. The team captain/contestant will be provided a sufficient amount of time to defend their actions to the judges. The judges reserve the exclusive right to make a decision regarding the case, and to recommend an appropriate penalty, if the situation warrants. Judges will communicate their decision, which will be considered final, in a prompt fashion to both the chair and the team captain.

ELIGIBILITY

1. Each team member must hold Student Member status in the Institute of Food Technologists at the time of the submission of the preliminary report.
2. All team members must be enrolled at the same university.
3. Each university may only submit one (1) entry per year.
4. Entries must be student's work. Professors may be consulted and referenced, but may not be a major contributor to the actual work.
5. Industry support such as donation of ingredients or use of equipment is allowed and encouraged, but should not be acknowledged by any team in the preliminary or final proposal, oral presentation, poster presentations, or product tasting sessions. The competition chair will acknowledge industrial support provided to the six finalists by publishing a list of contributors in the printed program provided to the audience at the PDC oral presentation session at the IFT Annual Meeting.
6. Projects from product development classes are eligible in the competition.
7. MS, Ph.D., or summer internship projects are not eligible in the competition.
8. There is no limit on the number of team members; however, a maximum of three (3) team members will present the product in the oral competition. Additional team members may be present to answer questions.
9. The chair of the competition will be excluded from participating on any competing team.

PRELIMINARY PROPOSALS

1. Teams must submit six (6) copies of their proposal to the Product Development Competition Chair by February 15. Proposals received after February 15 will not be accepted.
2. The preliminary proposal must be five (5) pages or less, not including the title page, the page for photographs, and the appendix page for a process flow diagram.
3. The report must be typed, double-spaced on white paper. All text and figures must be on 8.5 X 11.0" paper. Fold-out pages and loose pages/pictures will NOT be accepted.
4. There is no specific required format for the title page (not included in five (5) page limit), though it should include the title of report and date.
5. One copy of the report is to be designated and *clearly indicated* as the competition chair's copy. Please include the following information on the cover sheet of this copy ONLY.
 - Team members' names and IFT membership numbers
 - Sponsor companies, donors of goods, services, or money (if applicable)
 - The name, address, phone number and e-mail address of a contact person to whom all correspondence should be directed.
6. Names of sponsor companies, any university, students, or other indication of team location are not acceptable on the other five title pages, in the report, or on the product picture as these will be seen by the judges.
7. Include an identical 5" x 7" color photograph with each of the six (6) proposals (one photograph per proposal), each mounted on a single sheet 8.5 X 11.0" white paper). Additional images throughout the report are optional.
8. References: All references cited within the proposal will be referred to with a number in or at the end of the sentence in which the reference was used. The list of references (which are not included in the five (5) page limit) will be included *only in the Chair's copy*. If a problem arises with reference credibility a judge may contact the Product Development Chair for verification.
9. A separate cover letter from the Department Head, verifying originality of work and the team's compliance with the competition rules is to be included with the chair's copy.

Evaluation of Preliminary Proposals

1. Scoring will be determined by five (5) judges. Each entry will be scored on a basis of **100 points**, with the points to be distributed as shown here:

<u>Preliminary Proposal Evaluations</u>	<u>100 points total</u>
Product Description	20 points
Process Description	20 points
Technical Problem Solving	15 points
Safety/Shelf Life	15 points
Originality	10 points
Profitability	10 points
Marketing	10 points

2. Judges will select a maximum of six (6) finalists.

3. All competing teams will be informed of only their respective scores and judges' comments.

Note: Patent rights belong to the individual teams and will be handled according to University patent policies. IFT, the IFTSA, and Masterfoods USA do not claim any responsibility or rights for product development ideas presented in this competition.

Selection of Finalists

The finalists will be selected as follows by the Judges and Product Development Chair:

- All point scores are converted into rank scores (highest score out of 100=1, second highest score out of 100=2, etc.)
- Rank scores are totaled for each team (one rank score per judge).
- The lowest six scores are designated as the finalists.
- In the event of a tie, the two lowest rank scores will be added for each group and the team with the lowest score will advance. If this fails, the judges will be asked to provide a decision.

FINALISTS

Responsibilities of finalists include the preparation of the following:

- a final written proposal
- an oral presentation
- a display of their entry for a poster session at the Annual Meeting
- samples of their product for the five (5) judges to taste.

Finalist Evaluation

Final proposals will be scored on a basis of **250 points**, distributed as follows:

- I. Final Written Proposal - **100** points
- II. Oral Presentation - **75** points
- III. Poster Presentation **50** points
- IV. Product Sample - **25** points

Guidelines and the scoring breakdown for these areas are outlined below.

I. FINAL WRITTEN PROPOSAL

1. Finalists must submit six (6) copies of their final proposal to the Product Development Competition Chair by May 1. Proposals received after May 1 will not be accepted.
2. The maximum number of pages for the final written proposal is twenty-two (22). This number DOES include proposal body text, references, process flow diagram, references and appendices. It does NOT include the one (1) title page and the one (1) photograph page.
3. The report must be typed, double-spaced on white paper. All text and figures must be on 8.5 X 11.0" paper. Fold-out pages and loose pages/pictures will NOT be accepted.
4. The title page, for which there is no specific required format, must include the title of the proposal and date. A list of donors, and other contributors that assisted the team should be listed ONLY on the title page of the chair's copy.
5. Include an identical 5" x 7" color photograph with each of the six (6) proposals (one photograph per proposal), each mounted on a single sheet 8.5 X 11.0" white paper. Additional images throughout the report are optional. Additional images throughout the report are optional.

6. Areas that may be covered in the final proposal are:
- a. Product description/ Evaluation
 - i. Product description/use
 - ii. Product formulation and ingredient functionality
 - iii. Market potential
 - iv. Competitive framework
 - v. Sensory/ Consumer tests
 - vi. Shelf life estimate
 - vii. Price/cost evaluation
 - viii. Package selection and basis for selection
 - ix. Nutrition Label
 - b. Process description/ Evaluation
 - i. Process description and basis for selection
 - ii. Process flow diagram
 - iii. Hazard Analysis – Critical Control Points (HACCP)
 - iv. Process limits
 - v. Operating cost
 - vi. Capital investment estimate
 - vii. Patent status (apply, infringe, license)
 - c. Safety/Regulations
 - i. Safety evaluation with respect to formulations, functionality, and processing
 - ii. Legal implications of the product (ingredient labeling)
 - iii. Hazard Analysis – Critical Control Points (HACCP)
 - iv. Good Manufacturing Processes (GMPs)
 - v. Home use - safety hazard?
 - vi. State Regulations
 - vii. Federal Regulations
 - viii. FDA, USDA, OSHA, EPA, etc. regulations

NOTE: These are only suggestions. You may include other areas. Remember, thoroughness is important, but originality is encouraged!

7. References should be added at the end of the proposal.
8. The teams' anonymity is no longer required.

<u>Written Proposal Evaluations</u>	<u>100 points total</u>
Product Description	20 points
Process Description	20 points
Technical Problem Solving	15 points
Safety/Shelf Life	15 points
Originality	10 points
Profitability	10 points
Marketing	10 points

II. ORAL PRESENTATIONS

Finalists will present a ten (10) minute oral report followed by a ten (10) minute question/answer period.

1. A maximum of three team members will present the report. Additional team members may be present to answer questions.
2. A PowerPoint computer presentation or overhead projector presentation are required. Note that computer presentations are preferred. The Competition Chair is responsible for bringing/acquiring a laptop computer. The Chair will provide finalists with details concerning the PowerPoint computer presentation (format, version, disk type, file size, etc.)
3. The presentations will be open to the public; however, only judges may ask questions.

Oral Presentation Evaluation **75 points**

Judged on quality, organization, communication, interest generated, and selling the product idea to your fellow Food Technologists.

III. POSTER SESSION DISPLAYS

Finalists will also present their product development ideas in a poster session at the Annual Meeting.

1. The content rules for the written report also apply for the poster display.
2. Each team will have an assigned poster area (8 X 6'). The panels can be divided up however a team chooses as long as it fits the allotted poster space (8' X 6').
3. Judges will visit booths in a random order determined by the competition Chair. Judges may ask questions to any or all of the team members present during this time period.

Note: Product development teams are not allowed to provide food samples to the general public at the poster session, or at any time during the Annual Meeting.

Poster Display Evaluation **50 points**

The poster display will be graded on effectiveness of product presentation, neatness and organization. The poster

presentation evaluation will be based on the quality of content, organization, and ability to communicate, stimulate interest, and sell the product idea to your fellow Food Technologists.

IV. PRODUCT SAMPLING AND DEFENSE

Each team will defend their product concept *individually* before the panel of judges. During the defense the team will present their product to the judges for tasting.

1. Twenty (20) minutes will be allotted for each team.
2. Creative presentation of the product is encouraged.
3. Be sure to provide enough product for all five (5) judges to sample.
4. If your product cannot be prepared beforehand and brought to the meeting, the Product Development Chair will find the best available preparation facilities; however, the IFT/SA cannot guarantee that specific processing equipment will be available.
5. Teams are solely responsible for their products (delivery, storage) at the Annual Meeting. IFT will have some refrigerator and freezer space available with a sign-in, sign-out service. IFT/SA is not responsible for lost products.

Product Sample Evaluation

25 Points

Delivery vs. promise

*The "promise" is the product that the team orally communicates to the judges through the written report, oral report, and photograph. The "delivery" is the product that is actually produced and presented to the judges for tasting.

Note: Sensory panels are not required for the competition. IFT, the IFTSA, and Masterfoods USA is not responsible for any complications that may result from product sampling. Entry into this competition implies a release of IFT and the IFTSA from any liability for damages incurred as a result of this competition.

Please note these additional policies:

- A list of equipment needed for sample preparation at the Annual Meeting must be submitted before or in conjunction with the submission of the final proposal. (The list should be a separate document.) Requests submitted after May 1 may not be accommodated.

- Finalist teams must also notify the IFT Field Service office with payee and address information for finalist travel grant check distribution. Failure to do so will delay travel grant payment.

JUDGES

1. Five judges will be chosen from industry, with practical product development experience.
2. Up to two judges will be appointed by Masterfoods USA, whenever possible.
3. Each judge will be asked to serve a one to three-year term.
4. Judges are not allowed to serve consecutive terms.
5. Judge identities will remain anonymous until the final competition.
6. Judges are encouraged to evaluate products by point totals, not personal preferences.

AWARDS

Each of the finalist teams will receive a certificate (furnished by the Student Association) and a \$1000 travel grant (furnished by Masterfoods USA). Each member of the six finalist teams will receive a certificate listing the name of the product and all team participants.

The top three finalist teams will be invited as guests to the Phi Tau Sigma breakfast (one complimentary ticket per team). At the breakfast, the competition Chair will present awards of \$4000, \$2500, and \$1000 to the top three finalists. The Student Association will present the first place team with a plaque. The top three finalist teams and their products will be highlighted in *Food Technology*.

Product Development Competition Checklist

Check off items as completed:

√ **Items to be completed for entry in PD competition**

Check IFT student member status for team. (It takes several weeks to complete the membership process, so begin early if not a current member.)

Check preliminary proposal format

Submit 6 copies of preliminary proposal to PD competition Chair by **February 15th** (must be in the hands of chair by this date)

√ **Items to be completed for PD competition finalist**

Check final written proposal format

Submit 6 copies of final written proposal to PD Chair by **May 1st** (must be in the hands of chair by this date)

Prepare 10 minute oral presentation to be presented by only 3 team members

Check oral presentation format

Prepare 20 minute product sampling for judges at final competition

Check product sampling guidelines

Prepare poster for poster session at final competition

Check IFT poster session rules