

AFNR Food Science

Food Product Development

Marketing is all around us! What phone do you own? What shoes are you wearing? What clothes do you wear? This marketing is very strong in the grocery store as well. You are a food marketer and you have been tasked to develop an ice cream product for a target audience.

Materials

Poster Boards

Cardboard

Markers

Assorted Art Supplies

Examples of food marketing- Coke bottle, Poptart box, Chips bag, Cereal box, etc.

1. Look at several examples of food packaging. What attracts you about the packaging? Pay attention to colors, words that are easily read, package design (easy opening, etc.).

2. Get a client card. This card describes your target audience.

Your team must develop an ice cream product package that meets the needs and attracts your target audience. It must be an original product!

Description of Product:

Rationale of Product:

*This document may be reproduced for educational purposes, but it may not be reposted or distributed without crediting GrowNextGen and The Ohio Soybean Council and soybean checkoff.



AFNR Food Science

Grading Rubric

Product Front Panel

___/___ Points Does it Attract the Target Audience?

___/___ Points Does it include the required items?

Product Name

Brand Name

Net Weight

___/___ Points Artwork

___/___ Points Total

AFNR Food Science

Client cards:

Your product development team has just been assigned a project to develop an ice cream for health conscious adults ages 50-75. The project manager has mentioned that he would love to see a product that is nostalgic for the target audience and reminds them of another era.

Good Luck!

Your product development team has just been assigned a project to develop an ice cream for active youth ranging in ages from 5-15. The target audience is active in sports and often on the go.

Good Luck!

Your product development team has just been assigned a project to develop an ice cream for moms. The product manager has mentioned that she would like to see a product that would be indulgent and something that busy moms can sit down and enjoy.

Good Luck!

Your product development team has just been assigned a project to develop an ice cream product that is organic and contains no additives or preservatives.

Good Luck!