

**Southern California Institute of Food Technologists
Product Development Competition**

CONTEST RULES AND PROCEDURES
DEADLINE FOR ENTRY: MARCH 23, 2009

Purpose

The purpose of the competition per IFTSA Product Development Competition guidelines 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 IFT
- Afford food industry representatives the opportunity to spot talented students for potential employment

General Competition Rules (Per IFTSA guidelines)

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

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
- All written proposals must be mailed, shipped, or hand-delivered to the competition Chair. The proposal may NOT be e-mailed, faxed, or otherwise transmitted. Proposals must be received by the Chair on or before deadlines stated herein, including those that fall on weekends or holidays

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

- Each team member must hold Student Member status in the Institute of Food Technologists at the time of the submission of the proposal
- Entrants must be undergraduate or graduate students enrolled in a food science, nutrition, or culinary program in Southern California. Individual or group entries will be accepted, and there is no limit as to the number of members in each team, however, a maximum of three (3) team members will present the product in the oral presentation. Additional team members may be present to answer questions
- All team members must be enrolled at the same university
- Each team may only submit one entry, but multiple teams from the same school are acceptable
- The team must attend the Southern California Institute of Food Technologists Meeting on **April 15, 2009**. The location is yet to be announced.
- Original ideas for the product must be the student's work. Professors and industry professionals may however act as consultants, and can be acknowledged
- Projects from product development classes are eligible in the competition
- MS, Ph.D., or summer internship projects are not eligible in the competition

Proposals

- An intent to enter must be submitted by **February 23, 2009**. The department head or faculty advisor must send an e-mail or letter to Dr. María Botero Omary indicating your intent to participate and include the names, university, school address and e-mail addresses and telephone numbers of all participants

- Teams must submit six (6) copies of their proposal to the Product Development Competition Chair. All written proposals must be received by **March 23, 2009**. Proposals received after the deadline will not be accepted
- Standard scientific writing style should be used
- The proposal must be typed using Times New Roman 12 –point font, 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
- Typed proposals should include 1 page abstract and 5-page proposal maximum, not including the title page, the page for photographs, and the appendix page for a process flow diagram
- One copy of the proposal 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, university, school address and e-mail addresses and telephone numbers of all participants 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
- *Names of sponsor companies, any university, students, or other indication of team location are not acceptable on the other five title pages, in the proposal, or on the product picture as these will be seen by the judges*
- 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 proposal are optional
- 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 is 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 competition Chair for verification. Use J. Food Science manuscript guidelines for reference format
- 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
- Proposals should include:
Detailed product description (formulation and ingredient functionality, nutrition label information following regulations, package selection and basis for selection, shelf-life estimate, and results from consumer tests), marketing information (market potential, market niche, competitive framework, information on the package and design, etc), process description (basis for selection, process flow diagram, food safety considerations, HACCP concerns, if any), technical problem solving, originality including patent status, and profitability (price/cost evaluations, capital investment estimate, etc)

Evaluation criteria

These criteria partially follow IFTSA PD competition guidelines:

Product	100 points
Proposal	100 points
Presentation	<u>50 points</u>
Total	250 points

Evaluation of Product:

On the day of the competition (**April 15, 2009**), the product will be judged by a 5-member panel of industry and academia representatives based on originality, and sensory quality.

Evaluation of Proposal:

Scoring will be determined by the 5-member panel of judges. Each entry will be scored on a basis of 100 points, with the points to be distributed as follows:

Product Description	25 points
Process Description	20 points
Technical Problem Solving	15 points
Safety/Shelf Life	10 points
Originality	10 points
Profitability	10 points
Marketing	<u>10 points</u>
Total	100 points

Evaluation of Presentation:

1. On the day of the competition (April 15, 2009), student teams will present a ten (10) minute oral report followed by a five (5) minute question/answer period.
2. A maximum of three (3) team members will present the product in the oral presentation. Additional team members may be present to answer questions. A computer with an LCD projector will be provided.
3. A PowerPoint computer presentation is required. The competition Chair is responsible for bringing/acquiring a laptop computer.
4. The presentations will be open to the public; however, only judges may ask questions.
5. Presentations will be judged on quality, organization, communication, interest generated, use of allotted time and selling the product idea to fellow Food Technologists.

Selection of Winners

The winners will be selected by the judges as follows:

- All point scores will be added. The top three teams with the highest scores are designated as the winners
- In the event of a tie, the judges will be asked to provide a decision

Awards

- Winners will be announced at the end of the event to be held during the Southern California Institute of Food Technologists Meeting on April 15, 2009. The location is yet to be announced.
- All winners will receive a monetary award and a plaque (1st place or Gold-\$1,500, 2nd Place or Silver-\$1,000, 3rd place or Bronze: \$750).
- All competing teams will be informed of only their respective scores and judges' comments after conclusion of the competition.

Judges

1. Five judges with practical product development experience will be chosen from industry.
2. A minimum of three (3) judges should have formal training in Food Science and/or Technology.
3. Judge identities will remain anonymous until the final competition.
4. Judges are encouraged to evaluate products by point totals, not personal preferences.

Mail, ship or hand deliver proposal no later than 5:00 pm on March 23, 2009 to:

**Dr. María Botero Omary
Product Development Competition Chair
Human Nutrition and Food Science Department
Cal Poly Pomona
3801 West Temple Ave., Pomona, CA, 91768**

**If you have any questions, please contact Dr. Omary at (909) 869-2180 or
mboteroomary@csupomona.edu**