

Product Development Scenario 2021

Category: On-the-go food

Platform: Convenience

Market: Food truck

Actual Product: Walking Taco

A local Crookston resident has been experiencing a decline in their food truck business. They are considering changing their food product and are asking Minnesota FFA to propose a new option for this on-the-go truck! The owner would like to have a rendition of the 'walking taco'. The truck is scheduled to appear at a couple of the local county fairs but is looking to expand to parking at several other locations such as the truck stops in Grand Forks. The customer base at the county fairs will be all age groups (5 to 65 years old). The food truck owner is interested in a unique "walking taco" that will attract the fair goers; not just your normal 'taco-in-a-bag'.

Be prepared to present the following key information:

- Product name and flavor
- Nutrition label and ingredient line
- Cost of producing the product
- Description of packaging and food truck logo
- Description of operations and quality programs needed for launching the product
- Marketing plan to help promote this new product and drives sales, growth, including distribution channels, consumer engagement plan, and target audience

You have 60 minutes to complete the following:

- Develop and make 1 finished prototype using the ingredients available
- Design a food truck logo and product nutrition label
- Determine the cost and pricing of your product
- Describe the equipment used to produce the product and provide information about your quality control program
- Design and share a marketing plan
- Return your preparation space to its original state including cleaning and restocking of any material used

At the end of the hour, you will present your product to the food truck owner and associates. Your presentation should last 10 minutes with 5 minutes for questions.