Category: Snack  
Platform: Convenience  
Market: Retail  
Featured Ingredient: Old fashioned oats

The SunOpta Natural Food Products Manufacturer in Crookston, MN, is looking to expand its plant-based ingredients platform to include old fashioned rolled oats. They are asking Minnesota FFA to propose a new option for this platform intended for the retail market. The idea is to develop a granola snack with the featured ingredient being old fashioned rolled oats.

Be prepared to present the following key information:

- Product name
- Nutrition label and ingredient line
- Cost of producing the product
- Description of packaging and logo
- Description of operations and quality programs needed for launching the product
- Marketing plant to help promote this new product and drive sales

You will have 60 minutes to complete the following:

- Develop and make one finished prototype using the ingredients available
- Design a package 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 materials used

At the end of the hour, you will present your product to the SunOpta business leaders. Your presentation should last 10 minutes with 5 minutes for questions.