

Focus area: Food product development

An ever increasing array of food products is available in the marketplace as a result of food product innovations. Students will examine the reasons for developing food products and the impact of past and present food product innovations on society and explore the processes in food product development. Students will develop, produce and evaluate a food product.

Outcomes A student: 5.3.2 justifies food choices by analysing the factors that influence eating habits 5.5.1 selects and employs appropriate techniques and equipment for a variety of food-specific purposes 5.5.2 plans, prepares, presents and evaluates food solutions for specific purposes 5.6.1 examines the relationship between food, technology and society	
Students learn about: <ul style="list-style-type: none">• reasons for developing food products including<ul style="list-style-type: none">– market concerns, eg health concerns, environmental issues– technological developments, eg packaging– increasing company success, eg line enhancements, innovative products– consumer demand, eg tamper-evident, increasing convenience– special applications, eg army rations, camping supplies, space foods, medical– target market changes, eg aging, reduced size of households, multicultural• impact of past and present food product innovations on society including<ul style="list-style-type: none">– social/cultural, eg acceptance, lifestyle– economic, eg increase in spending on new products versus decrease in traditional purchases, cost of new products– environmental, eg sustainable resources– nutritional• steps in food product development including<ul style="list-style-type: none">– design, eg identify market, develop ideas, assess options– produce, eg recipe development, prototype production– evaluate, eg market evaluation – sensory assessment by target market	Students learn to: <ul style="list-style-type: none">• explore the purpose of product development• identify new food products• examine the characteristics of new food products • relate the introduction of new food products and their effect on society • outline the design and development process for food products• design, produce and evaluate a food product
Students learn about: <ul style="list-style-type: none">• role of market research in product development including<ul style="list-style-type: none">– identifying needs– economic viability– consumer feedback– sensory assessment• promotion of new food products including<ul style="list-style-type: none">– marketing mix– promotional techniques– competitions, advertising campaigns, celebrity endorsements	Students learn to: <ul style="list-style-type: none">• outline the role of market research in new food product design and development • identify the elements of a marketing mix• analyse the effectiveness of a range of marketing and promotional techniques for new food products• promote a new food product for a specific market