



# ORANGE HIGH SCHOOL

## ASSESSMENT TASK NOTIFICATION

<b>Subject</b>	<b>HSC Food Technology</b>
<b>Topic</b>	<b>Food Product Development</b>
<b>Class Teacher</b>	Mrs L Phillips - lisa.t.phillips@det.nsw.edu.au
<b>Head Teacher</b>	Mr D. Wait
<b>Year</b>	12
<b>Date Given</b>	Thursday 28th April
<b>Date Due</b>	Practical-Week 7 9/6/22, Theory Week 8 17/6/22
<b>Weighting</b>	30%

### Assessment Outline

#### Task Description & Requirements

Your task is to develop a new food product based on one of the following categories:

- *Me Too*
- *Line Extension*
- *New to the world*

Your food product should be individual and should not be like any other class member's product. You will hand in the actual product AND a folio containing the sections outlined below.

(a) Type of Product	State what category your product falls into, the serving style and size. State an aim for the product.
(b) Target market	State the target market you are aiming the product at. A brief discussion of product attributes that suit this market segment. 1paragraph
(c) Idea Generation	Discuss the process undertaken in deciding what product to produce. Brainstorming, research, ID of need etc.
(d) Research	Discuss the research undertaken in developing the product. What processes are required to produce & package the product? What similar products exist? What do they cost? Recipes?
(e) Prototype Development	Recipe development and origins. Modifications to original recipe. Packaging materials suitable. Final recipe.

(f) Testing & Evaluation of product	Utilise testing methods such as market research and tastings, surveys to test the viability of your product. Collate this information as a chart or graph. Summarise findings and make note of changes as a result of testing. Evaluate final product in relation to flavour, aroma, texture, colour, appearance etc.
(g) Costing	A list of costings for raw ingredients. Intended selling price with included profit margin.
(h) Packaging & Labelling	Packaging & labelling development. Actual package can be used on product when handed in
(i) Product Placement	Where you intend to sell your product.
(j) Bibliography	Acknowledgment of all sources of information.

**Non-completion of Task:**

If you know you are going to be away on the day that the task is due, you must make alternative arrangements with your teacher beforehand. If you are suddenly away on the day that the task is due, you must contact your teacher or Head Teacher on your return to school. Documentation will be required in both classes.

**Plagiarism:**

Plagiarism, the using of the work of others without acknowledgement will incur serious penalties and may result in zero award. Any cheating will also incur penalties.

**Failure to follow the above procedures may result in a zero award.**

**The policies and procedures that are outlined on the ROSA booklet will be followed regarding the non completion of assessment tasks.**

**Outcomes Assessed**

H1.3 Justifies processes of food product development & manufacture in terms of market, technological & environmental considerations.

H4.1 Develops, prepares & presents food product development

H4.2 Applies principles of food preservation to extend the life of food & maintain safety. H5.1 Develops, realizes & evaluates solutions to a range of food situations.

**Marking Scale:**

(a) Type of Product / 5 (b) Target market / 5 (c) Idea Generation / 5 (d) Research / 10 (e) Prototype Development / 5 (f) Testing & Evaluation of product / 15 (g) Costing / 5 (h) Packaging & Labelling / 10 (i) Product Placement / 5 (j) Bibliography /5 Total: / 70

**Marking Rubric**

<b>Range</b>	<b>A Student in this range:</b>
60 - 70	<ul style="list-style-type: none"><li>• Outstanding knowledge of the process of food product development (FPD). • Superior understanding of the considerations needed when conducting FPD, such as type of market, technological &amp; environmental considerations.</li><li>• Demonstrated superior research of FPD idea in relation to manufacture, cost and packaging, labeling and marketing.</li><li>• Outstanding development, preparation &amp; presentation of a food product with a clearly identified need and target market</li><li>• Superior evidence of testing, modifications &amp; evaluation of FP to meet product aim and target market needs.</li><li>• Effectively communicates of ideas and steps of FPD in an organized, logical &amp; coherent manner, using appropriate technology.</li></ul>
46 - 60	<ul style="list-style-type: none"><li>• Thorough knowledge of the process of FPD.</li><li>• Accomplished understanding of the considerations needed when conducting PFD, such as type of market, technological &amp; environmental considerations.</li><li>• Demonstrated thorough research of FPD idea in relation to manufacture, cost and packaging, labeling and marketing.</li><li>• Accomplished development, preparation &amp; presentation of a food product relating to identified need and target market.</li><li>• Accomplished evidence of testing, modifications &amp; evaluation of FP to meet product aim and target market needs.</li><li>• Competent communication of ideas and steps of FPD in an organized, logical &amp; coherent manner, using appropriate technology</li></ul>
31 - 45	<ul style="list-style-type: none"><li>• Sound knowledge of the process of FPD.</li><li>• Sound understanding of the considerations needed when conducting PFD, such as type of market, technological &amp; environmental considerations.</li><li>• Sound level of research of FPD idea in relation to manufacture, cost and packaging, labeling and marketing.</li><li>• Sound development, preparation &amp; presentation of a food product with an identified need and target market.</li><li>• Sound evidence of testing, modifications &amp; evaluation of FP to meet product aim and target market needs.</li><li>• Sound communication of ideas and steps of FPD, using appropriate technology.</li></ul>
16 – 30	<ul style="list-style-type: none"><li>• Basic knowledge of the process of FPD.</li><li>• Basic understanding of the considerations needed when conducting PFD, such as type of market, technological &amp; environmental considerations.</li><li>• Basic research of FPD idea in relation to manufacture, cost and packaging, labeling and marketing.</li><li>• Basic development, preparation &amp; presentation of a food product with a loosely identified need and target market</li><li>• Basic evidence of testing, modifications &amp; evaluation of FP to meet product aim and target market needs.</li><li>• Basic communication of ideas and steps of FPD, using some appropriate technology.</li></ul>

0 – 15

- Limited knowledge of the process of FPD.
- Limited understanding of the considerations needed when conducting PFD, such as type of market, technological & environmental considerations.
- Demonstrated limited research of FPD idea in relation to manufacture, cost and packaging, labeling and marketing.
- Limited development, preparation & presentation of a food product with a poor link to aim or target market.
- Limited evidence of testing, modifications & evaluation of FP to meet product aim and target market needs.
- Limited and simple communication of ideas and steps of FPD with limited use of appropriate technology.