

ZIP Power Strips



Zinc, Iron, Protein Power

Fuel for Your Body

**Mid Iowa Youth Beef Team
High School Division**

Julie Gray, Advisor

julie.gray.agmom@gmail.com

641-481-2134

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1. Introduction

b. Team Information:

Gabe Hanson

Frances Jackson

Conner Murty

Layne Murty

Sydney Parizek

Special Recognition:

State Center Locker for preparing the meat to our specifications and a purchase discount.

Tara Leytham for allowing our team to use her dehydrators to process the jerky.

Iowa Ag Literacy Foundation for the opportunity to compete in this very educational project.

Iowa Beef Industry Council for their sponsorship.

2. Product:

a. Product Description:

i. Product idea and selection

We selected the steak product: beef jerky, for the following reasons:

1. We are familiar with this product, with several members having experience in producing and selling jerky through an annual school project.
2. Our team members like jerky as do their families and peers.
3. Jerky is a quick snack with high popularity today due to a focus on high protein diets.
4. We felt making the jerky would create a successful project due to the following aspects:
 - a. Proven success – the annual school project sells out within an hour each year.
 - b. Creative method of incorporating the contest name into our team product.
 - c. Producing beef jerky fully met the contest objective to work as a group to develop a marketing and nutrition plan for a beef-centric product AND recipe.
 - d. Access to the equipment for making the jerky at no cost.
 - e. We also wanted a product that our team produced with low costs, easy marketability, and high opportunity for success.

ii. Market research:

1. Interviewed the franchise owner of Beef Jerky Experience located in the Des Moines Premium Outlet Mall. We collected their pricing structure and quizzed them on their best-selling flavors: Prime Rib, followed by Original Smoked Jerky and Teriyaki.
2. We also conducted an internet search on the most popular flavors. That returned the findings of: Original Smoked Jerky and Teriyaki Jerky.
3. We also reviewed three years of feedback received from the student's annual assignment.

A. Product Description

iii. Recipe – we doubled this recipe

Based upon the market research findings, we decided upon two recipes to offer a choice:

1. Teriyaki: one with a proven, successfully track record.
We called this “Hawaiian Cowboy” for a fun spin on the name.
2. Ranch: a recipe that we wanted to test based upon our interest and it being such a popular dip and salad dressing choice in our area.

We named this “Ranchers’ Choice”, a creative name to encourage sales.

We knew from the market study that Teriyaki jerky was consistently a favorite flavor, but we wanted to entice consumers to try something new, demonstrating that a beef snack can be versatile and offer variety. We brainstormed on packaging names that we thought were creative and enticing recipes, but not too radical that the product would not sell.

Ranchers’ Choice

Ingredients:

- 2 pounds round sirloin or flank steak
- $\frac{3}{4}$ cup soy sauce
- $\frac{3}{4}$ cup Worcestershire sauce
- 3 TBSP ranch dressing seasoning
- 2 TBSP red pepper flakes
- 1 $\frac{1}{2}$ TSP liquid smoke
- $\frac{1}{4}$ TSP cayenne pepper.

Instructions

1. Either have butcher slice beef into thin slices or put meat in freezer for 30 minutes and take out and slice in thin slices
2. Mix together all other ingredients and place everything in a freezer bag and refrigerate between 2 hours and over night
3. Line slices of beef on racks of dehydrator be sure not to over lap any slices and turn the dehydrator on the highest setting and cook 6-8 hours depending on thickness of beef
4. Rotate racks every hour for even cooking

Recipe courtesy of: “Glitter and Glaze”

A. Product Description

iii. Recipe (continued)

Hawaiian Cowboy

Ingredients

- 6 lbs beef roast
 - 1 can pineapple
 - 24 oz. Worcestershire Sauce
 - 24 oz. Soy sauce
 - 1/2 Cup Brown Sugar
 - 5 oz. Teriyaki saucer
 - Black pepper
1. Freeze roast for 30 minus prior to cut time. When ready, combine ingredients (all except black pepper) in mixing bowl. Slice meat to quarter inch thick slices. Marinate for 24 hours.
 2. Place meat strips on racks in dehydrator and sprinkle black pepper on tops to desired taste.
 3. Leave in dehydrator for 10-12 hrs. or until desired level of tenderness is achieved.
 4. Once the meat is ready, place in Ziplock baggies or for longer keep place in Mason jars and in the fridge.

Recipe courtesy of: Cookpad

3. Market Analysis:

a. Target Audience:

i. Ideal Customer

Our target audience: 1st: classmates, 2nd: family, 3rd: community members. High school students are always in a hurry, and usually hungry! Beef jerky is a very popular snack among students. It is readily available and provides a lot of protein. We wanted to provide a beef snack that appealed to the students with a price tag that they could afford. Jerky immediately came to mind – and it satisfied the contest requirements. We choose an even dollar price tag (\$1) so we avoided having to make coin change and a price point that most students would have on-hand, a few one dollar bills in their pocket. We believed it to be a competitive price point when we compared it to vending machine and convenience store prices where commercial packages of like size sell for \$3.97 and other snacks range in price from \$2.00 to \$3.00 with most of the items being high sugar and calorie content with low nutritional value. The Beef Jerky Experience store carries a price tag of \$9.99 for a snack size bag. Our target audience based upon information that we found on school sites:

- Socio-economic status: Predominately middle class
- Education background: >95% High School Education
>75% Post-secondary education
(Community & 4 yr. College or technical school education)
- Family Size: Predominately extended families, multi-generational:
grandparents, children, grandchildren, aunts, uncles, etc.

ii. Food Values

Our audience is community orientated and primarily agricultural and rural based. Typically, consumers choose non-vegan meals and regularly eat meat. Jerky is popular within our team and our communities. We felt that with the community support that our Mid-Iowa Youth Beef Team has received over the past five years, that marketing a jerky product would also be received well.

iii. Audience's Most Influential Factors

We knew from the market analysis that our target audience places a high value on purchasing quality at a reasonable price. Our jerky is nutritious, with a very high protein content, and very affordable. We felt the audience would be receptive to purchasing and find it difficult to turn down a direct sales approach. Our target audience also knows us and would have confidence in our product. Our community members have repeatedly demonstrated their support for our Mid-Iowa Youth Beef Team and know that our team is educated and focused on providing consumers with highly dense nutritional products. Combining those positive mental perceptions with our attention-getting marketing campaign that the jerky provides “ZIP” and is very affordable, we believed our product would lead to a quick sale. Our assumptions proved correct – the jerky sold quickly and meet our customers’ expectations!

3. Market Analysis (continued):

b. Marketing Test:

i. Taste Test

We conducted a taste test with GMG High School students and staff. We felt that this group would have the experience and honesty to provide critical feedback. We used gloves to break up pieces, insert toothpicks into samples, and numbered the samples as #1 and #2. We simply asked them to select their favorite flavor. Ironically, the Ranchers' Choice received more votes (50 votes v. 37 votes), but the students and staff liked both, they simply like the Ranchers' Choice the best. We felt great that everyone liked each flavor and relieved that our risk going with a more unknown jerky flavor, Ranch, was well received. Students liked our creative names and eager to try the jerky samples. After the taste tests, it took little time to sell product packages.

Mid-Iowa Youth Beef Team – High Steaks Taste Testing ZIP PWER JERKY RANCHERS CHOICE v HAWAIIAN COWBOY



What flavor did you like best?	Ranchers Choice	Hawaiian Cowboy			
Why did you prefer that flavor?	<hr/>				
Is the product price a good buy?	Yes	No			
What price do you suggest?	<hr/>				
Compared to name brand jerky found in grocery or convenience stores, how do the product rate, with 5 being the best for a match?	1	2	3	4	5
Suggestions for improvements?	<hr/>				

THANK YOU FOR HELPING US WITH OUR JERKY PROJECT!!!!

c. Cost Analysis:



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Ingredient Costs				
ITEM	MEASUREMENT UNIT	COST PER UNIT	TOTAL UNITS	TOTAL COSTS
PRODUCT COSTS				
Round Steak	Pound	\$ 4.29	\$ 10.00	\$ 42.90
Seasonings	Variable	Variable	N/A	\$ 24.98
Dehydrator	Donated	\$ -	0	\$ -
Electricity	Donated	\$ -	0	\$ -
Total Product Costs				\$ 67.88
PACKAGING COSTS				
Snack Bags	1 bag	\$ 0.01	100	\$ 1.00
Labels	Package	\$ 0.05	100	\$ 5.00
Total Product Costs				\$ 6.00
SHIPPING COSTS				
Shipping Costs	NA	\$ -	100	\$ -
Total Product Costs				\$ -
			Total Costs	\$ 73.88
			Cost Per Bag	\$.74
Costs/Bag	Bags	\$.74	100	\$ 73.88
Sales Price/Bag	Bags	\$ 2.00	100	\$ 200.00
Net Profit				\$ 126.12

4. Marketing Plan

a. Environment:

i. Purchasing Environment:

Our product was marketed in diverse environments: homes, school, community events. It is very simple to store and handle using zipper baggies for both our production team and our consumers. We would continue to market our jerky directly for the following reasons:

- a. Friendly and familiar environment – selling to our friends and families.
- b. Maintain low costs, particularly avoiding shipping expense
- c. Monitor quality – visual inspection of our product.
- d. For future sales campaigns, we would do advance advertising and accept pre-orders using our same marketing channels. We believe this would promote greater sales.

ii. Market Examples:

We were able to sell the jerky to our fellow classmates – supporting our target audience. The sales price of \$2.00 per bag was viewed as a bargain as we averaged a bit more than the average bag of jerky sold at local outlets (grocery and convenience stores) for \$3.97.

iii. Scene:

We referred back to the marketing data. The students that completed the jerky assignment as a class project documented that they sold it during a student school activity and using social media. We were able to have our product promoted for sale by including it in the daily school announcements. The team also used Snapchat to market. We each sent marketing chats to our social circles. ALL 100 bags sold in one day! Delivery was very simple as we just exchanged the jerky for money as soon as we saw the buyers - which was less than one day.

b. Marketing Campaign:

i. Name and Slogan:

The beef jerky products names: “Power Zip Strips” with two flavors: Teriyaki we named: Hawaiian Cowboy and a ranch dressing flavor called: Ranchers’ Choice. We kept the names simple, fun, and appealing to consumers that are looking for quality energy with great nutritional value.

Our slogan was “**Power Zip Strips - Zinc. Iron. Protein**” – *Fueling Your Body!*” We combined an attention-grabbing name, “Power Zip Strips” with a nutritional phrase that consumers could identify with, “Fueling Your Body.” We believed that it would draw in our primary target audience of students and also be appealing to our non-primary audiences.

4. Marketing Plan (continued):

b. Marketing Campaign (continued):

ii. Product Labels:

Packaged Product Label with Name and Slogan:

ZIP Power Strips



Zinc, Iron, Protein Power

Fuel for Your Body

4. Marketing Plan (continued):

b. Marketing Campaign (continued):

ii. Product Labels:

Nutrition Labels:

RANCHERS' CHOICE JERKY

Nutrition Facts

Serving size: 3 ounce

Servings: 1

NOTE: store the jerky in a cool, dry environment.

Nutrition Facts	
1 servings per container	
Serving size	2 strips (2g)
Amount Per Serving	
Calories	220
% Daily Value*	
Total Fat 9g	12%
Saturated Fat 3g	15%
Trans Fat 0g	
Cholesterol 80mg	27%
Sodium 250mg	11%
Total Carbohydrate 4g	1%
Dietary Fiber 0g	0%
Total Sugars 2g	
Includes 0g Added Sugars	0%
Protein 28g	56%
Not a significant source of vitamin D, calcium, iron, and potassium	
*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	

4. Marketing Plan (continued):

b. Marketing Campaign (continued):

ii. Product Labels:

Nutrition Labels:

HAWAIIAN COWBOY JERKY

Nutrition Facts

Serving size: 3 ounce

Servings: 1

NOTE: store the jerky in a cool, dry environment.

Nutrition Facts	
1 servings per container	
Serving size	2 strips (2g)
Amount Per Serving	
Calories	300
% Daily Value*	
Total Fat 11g	14%
Saturated Fat 3.5g	18%
Trans Fat 0g	
Cholesterol 80mg	27%
Sodium 770mg	33%
Total Carbohydrate 17g	6%
Dietary Fiber < 1g	2%
Total Sugars 13g	
Includes 0g Added Sugars	0%
Protein 30g	60%
Not a significant source of vitamin D, calcium, iron, and potassium	
*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	

4. Marketing Plan (continued):

b. Marketing Campaign (continued):

ii. Product Labels: **Product Labels (continued):**

Nutrition Labels: **Bar Code Labels:**

UPC Label:



Code 128 Bar Code Labels:

We would use Code 128 labels, as pictured, for internal sales tracking.



4. Marketing Plan (continued):

b. Marketing Campaign (continued):

iii. Advertising Campaign:

Our team used several advertising campaigns:

1. Websites
2. Mid-Iowa Youth Beef Team <https://www.facebook.com/midiowayouthbeefteam123/>
*Our Mid-Iowa Youth Beef Team Facebook page has hundreds of followers. Since we targeted a local audience of students first and family and community secondary, we believed this to be adequate.
3. Snapchat Accounts
Members used their own accounts to promote and market the jerky.
4. Podcast
PODCAST SCRIPT PODCAST SCRIPT (playing “Rodeo”, composer Aaron Copland in the background)
*“Z.I.P. Power Strips. Zinc, Iron, Protein, Power. Fuel for Your Body
Buy your own package of beef jerky strips from the MIYBT today!
These strips are made from beef raised in Iowa on local farms.
The dry steak strips come in two finger-licking flavors: Rancher's Choice and Hawaiian Cowboy.
Carry a Z.I.P Power STRIP with you anywhere for to fuel your body!”*
5. Direct conversations
We found it very easy and the most effective to make one-on-one to make sales. It was fun to connect with the customer. The direct sales also provided us with a great opportunity to share other beef production information with our customers.

4. Marketing Plan (continued):

b. Marketing Campaign (continued):

iii. Advertising Campaign:

6. Poster

ZIP Power Strips



Zinc, Iron, Protein Power

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\$2.00/Bag - PM Mid-Iowa Youth Beef Team FB

5. Nutritional Aspects:

1. Beef provides ZIP – Zinc, Iron, and Protein. Some of many valuable nutritional benefits received from eating beef. Lean beef is a POWER FOOD! It provides 10 essential nutrients, less than 10 fat grams, 25 grams of protein for a mere 150 calories per 3-ounce serving. The 10 essential nutrients include Zinc, Iron, Protein, Choline, Selenium, Vitamins B12 and B6, Niacin, Phosphorus, and Riboflavin. Our team loves to use the acronym ZIP when discussing beef. ZIP = Zinc, Iron, and Protein. Zinc helps maintain a healthy immune system, Iron helps the body use oxygen, and protein helps preserve and build muscle.
2. Serving Size: A package was a 3 ounce, 1 serving.
3. Storage & Handling: We included on our nutrition label too: store the jerky in a cool, dry environment.

6. Summary

We really enjoyed this project for multiple reasons:

- a. Our project team members are all good friends, work well together, everyone handle their part independently and as a team.
- b. The consumers feedback: price, taste, value, was all positive. Their comments made us feel like we had selected a great project!
- c. It was nerve-wracking when making the jerky and during the taste testing.
- d. It was great to create a fundraiser for our MIYBT.
- e. We now realize how much work is involved in developing, marketing, and producing a product.
- f. Realized the importance of a taste test. Great feedback for future marketing projects!
- g. We all felt this project was extremely educational. We learned the challenges involved in many aspects of product **development** and sales. Some really enjoyed this project, others realize that they never want to work in product development.
- h. The best lesson learned by our team is the need for people and companies involved in the beef industry to be active in the promotion. We were proud to create a product that promoted our beef industry, but through the experience we were constantly reminded that consumers can be finicky and have many food choices. We need to continually promote our beef products so that they are a frequent consumer choice.
- i. This project really made us understand the importance of the check-off dollars used in marketing to keep beef a top selection on a consumers purchasing plan