

# HIGH SCHOOL DIVISION



## Rules:

Before beginning, have students complete the [Pre-Inventory Survey](#). Once projects have been completed, students should complete the [Post-Inventory Survey](#).

Students must work together in a group, or as a classroom team, to submit a completed marketing plan of their selected turkey-focused product. For each of the five sections outlined (Introduction, Product, Marketing Plan, Market Analysis, and Nutrition), students should complete the task noted per each bullet. Assign or encourage students to work on the project piece by piece.

Project plans will be submitted as a single document (only pdf will be accepted) and uploaded through an [online submission portal](#).

Computer aided graphics must be of original design. Use of trademarked or copyrighted material will be grounds for disqualification. If you choose to use clip art or other graphics, please ensure that they are in the public domain.

### 1. Introduction:

- a. Cover Page: Include name of the product, teacher's name, school name, grade, teacher contact information.
- b. Classroom Information: Share the name of the students who worked on the project and include any acknowledgements or special notes in this section.
- c. Overview: Introduce the product idea and preview the contents of the plan.

### 2. Product:

- a. Product Description: Students can use their creativity to develop and describe a turkey-focused product and recipe.
  - i. Ideas can include, but are not limited to, a specific cut of turkey, a stand-alone product, grab and go meals that include turkey, a turkey entrée that would be on school

- lunch menu, served at a senior citizen center, or even at an upscale restaurant. Be creative!
- ii. Include the final recipe in your submission, including all ingredients, measurements, and the procedures for preparing this food product or recipe.

### **3. Market Analysis**

- a. Target Audience:
  - i. Describe your customer in a way that the judges truly understand your target.
    - 1. Who is your ideal customer? Define their characteristics, socio-economic status, food values and interests, etc.
    - 2. What are the audience's most influential factors when purchasing this type of turkey product? Examples include cost, low-fat or low-calorie, nutritional value, gluten free, etc.

### **4. Cost Analysis:**

- a. Use a spreadsheet to determine the total cost of the product to include ingredients, packaging, and shipping of your product.
  - i. What type of container will you use? What is the cost of that container?
  - ii. What are the shipping or transportation costs of this product?
  - iii. Determine your preferred profit margin. What is the final price of your product?

### **5. Marketing Plan**

- a. Environment:
  - i. Set the scene and be descriptive so that the judges understand your environment.
    - 1. What environment will customers have an opportunity to purchase your item?
      - a. Examples: A school cafeteria, the grocery store, a farmer's market, an upscale restaurant, etc.
- b. Marketing Campaign:
  - i. Develop a name and slogan for your product or recipe.

- ii. Create a label for the product. Include product name ingredients, storage recommendations, and serving size. Create an advertising campaign. Create at least three elements. Marketing elements can include, but are not limited to:
  - 1. Print advertisement
  - 2. Radio or podcast advertisement (script or weblink to audio recording)
  - 3. Commercial (script or link to online video)
  - 4. Celebrity endorsement
  - 5. Website
  - 6. Social media presence
  - 7. Billboards
- iii. Remember to include information about turkey nutrition in one of your three marketing tools. See the turkey nutrition section for more information.

## **6. Turkey Nutrition**

- a. An overview of the nutritional aspects of the turkey in your product.
  - i. Identify and outline the essential nutrients humans get from turkey.
  - ii. Identify total grams of fat and total calories in turkey.  
Identify why someone should choose your turkey product over a similar product made from a different protein.
- b. Identify the correct serving size for your turkey product.
- c. Storage & Handling: Identify the storage and safe food handling procedures which should accompany this food product. This should include the correct cooking temperature(s).

For a detailed description of how judges will score projects, please refer to the [high school division rubric](#).