



Turkey Strips

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High School Division

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Classroom Information:

There were nine students who worked on this project:

- Gage Campbell
- Maxwell Enabnit
- Marquis Flowers
- Tyler Kirk
- Rebecca May
- William Powers
- Madison SampsonBrown
- Jack Smith
- Joel Wilbricht

Overview:

The product is turkey strips that is sold frozen. The target audience is school districts and people that want something quick and easy to eat that is filling. It will be sold in the contiguous 48 states. We will use a variety of advertising techniques to appeal to many consumers.

Product:

Turkey Strips

Recipe

Ingredients

- 2 large white eggs
- 2 teaspoons sesame oil
- ½ cup sweetened shredded coconut, toasted
- ½ cup dry bread crumbs
- 2 tablespoons sesame seeds, toasted
- ½ teaspoon salt
- 1 ½ pounds turkey breast tenderloins, cut into ½ inch strips
- Cooking spray

Cooking Directions

1. Leave frozen until ready to cook
2. Preheat oven to 375
3. Coat pan with cooking spray
4. Cook strips for 20 minutes
5. Enjoy!

Market Analysis:

Target Audience

K- 12 grade

Who is your ideal customer? Define their characteristics, socio-economic status, food values and interests, etc.

Our ideal customer would be school districts. Not only are Turkey Strips affordable and practicable, but also are a healthier substitution for growing kids. The USDA states in 2016 alone, that an estimated amount of 30.4 million children participated in the National School Lunch Program. Therefore, our product appeals to the target market.

What is the audience's most influential factors when purchasing this type of turkey product?

Substitution for chicken strips:

- Less calories compared to chicken.
- Less fat compared to chicken.
- More lean protein compared to chicken.
- Cost effective.
- Gluten free, lactose tolerant free, peanut free, etc.
- Precooked, therefore fast and convenient.
- Long shelf life.

Describe your customer in a way that the judges truly understand your target

"The National School Lunch Program (NSLP) is a federally assisted meal program operating in public and nonprofit private schools and residential child care institutions. It provides nutritionally balanced, low-cost or free lunches to children each school day. The program was established under the National School Lunch Act, signed by President Harry Truman in 1946. "

Source: <https://www.fns.usda.gov/cn>

Use a spreadsheet to determine the cost of the ingredients, packaging, and shipping of your product

Ingredients	Amount Given From Buying this Product:	Overall Price of Products:	Total Cost for all Products	Ingredients Needed to Produce 5 Lbs	Cost for this Amount:	Total Cost for 5 Pound Bag:	Total Cost for 1000 5 Pound Bags:
Great Value Large White Eggs	18 eggs	\$1.27	\$23.90	6 Eggs	0.42	\$4.77	\$4,770
Lee Kum Kee Pure Sesame Oil	15 oz	\$6.17		6 Teaspoons	0.41		
Great Value Sweetened Coconut Flakes	7 oz	\$1.17		1.5 Teaspoons	0.13		
Great Value Dry Bread Crumbs	15 oz	\$1.08		1.5 Tablespoons	0.1		
JFC Whiet Roasted Sesame Seeds	8 oz	\$4.29		6 Tablespoons	1.6		
Mortan Natural Sea Salt	26 oz	\$1.98		1.5 Teaspoons	0.01		
Perdue Fresh Boneless Skinless Chicken Breast Tenderloins	1.6 lbs (25.6 oz)	\$4.47		3 Tenderloins	2.09		
Wilton Bake-Easy Non-Stick Cooking Spray	6 oz	\$3.47		1 Can	0.01		
Container:	\$0.18 per bag	180 dollars per 1000 bags	Total Cost :				
Shipping and Transportation:	2.24 per mile	224 for 100 miles	\$404				

What type or container will you use? What is the cost of that container?

Resealable Plastic Bag.

https://www.amazon.com/100-Count-Reclosable-Resealable-Industrial/dp/B07C4TP786/ref=sr_1_2?dchild=1&keywords=resealable+freezer+bags+15.5+x+14&qid=1603300306&sr=8-2

13x15 bags 100 bags for \$17.55, so \$0.18 each

What is the shipping or transportation costs of this product?

<https://www.uship.com/food/>

It costs \$2.24 per mile to transport food less than 100 miles.

Determine your preferred profit margin. What is the final price of your product?

The total cost to make one thousand 5-pound bags with containers and shipping is \$5,174.

The cost for one 5-pound bag plus 1 mile of shipping is \$7.19.

We could sell the product at 9.25 a bag in order to meet profits and stay in a reasonable price range compared to competitors.

This would make our earnings \$9,250. After our cost of products, we would make \$4,075 total.

Marketing Plan:

Logo



Nutrition Label

Turkey Strips	
Nutrition Facts	
5 servings per container	
Serving size	3 (454g)
Amount Per Serving	
Calories	160
<small>% Daily Value*</small>	
Total Fat 13g	17%
Saturated Fat 2.5g	13%
Trans Fat 0g	
Cholesterol 230mg	77%
Sodium 450mg	20%
Total Carbohydrate 1g	0%
Dietary Fiber 0g	0%
Total Sugars <1g	
Includes 0g Added Sugars	0%
Protein 3g	
Vitamin D 0mcg	0%
Calcium 30mg	2%
Iron 1.2mg	6%
Potassium 60mg	2%
<small>*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.</small>	
<small>Ingredients: Cage Free Eggs, Turkey breast meat, Sesame Oil, Salt, Sesame Seeds, Shredded Sweetened Coconut, White Bread (Enriched Wheat Flour (Flour, Malted Barley Flour, Niacin, Iron (Ferrous Sulfate, Reduced Iron), Thiamine Mononitrate, Riboflavin, Folic Acid), Water, Yeast, Salt, Soybean Oil, Sugar, Malt, Dough Conditioners (Ascorbic Acid, Calcium Sulfate, Sodium Stearoyl Lactylate), Calcium Propionate (Preservative)), Cooking Spray (Canola Oil, Palm Oil, Coconut Oil, Lecithin from Soybeans (non-stick agent), dimethyl silicone (for anti-foaming), rosemary extract (preservative), propellant)</small>	

Commercial

Turkey strips being eaten in schools

Instagram Post

Lebron James endorsing product

Billboard

Use in-shape people promoting turkey strips as muscle building protein (include nutrition information on billboard)

Nutrition:

Turkey is a lean meat that is rich in protein. Turkey has less saturated fat than chicken and has anti-cancer properties.

- Turkey breast w/o skin: 161 calories/4 grams total fat/30 grams of protein.
- Chicken Breast w/o skin: 165 calories/3.6 grams total fat/ 31 grams of protein.
- Beef: 250 calories/15 grams total fat/26 grams of protein.
- Fish: 206 calories/12 grams total fat/22 grams of protein.
- Pork: 242 calories/14 grams total fat/27 grams of protein.
- Tofu: 76 calories/4.8 grams total fat/8 grams of protein.