

**A Gobble Above the Rest!**



***Turkey Delight***

Agricultural Education Instructor: Ms. Jackie Rush  
Lenox Community High School  
11th-12th Grade  
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## Classroom Information

### Developed by:

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### Overview:

The Barn is a school-based business ran by the students of Lenox High School Ag IV class. Our business is providing a new option for using turkey as the main meat product. Turkey has more health benefits than other meat products, and it can be a better option for individuals to choose from. At *The Barn*, we will have a main dish of Turkey Delight. This main course meal will allow students to enjoy turkey in a different light. Turkey is rarely served at school lunch and students want more options for their meat! The perfect solution is opening *The Barn* at the school. This will allow students the option to choose turkey.

### The Product Preview:

The Turkey Delight is a creamy and cheesy main dish. This recipe combines the savory taste of turkey with a zesty bite of the ranch. Sprinkled with bacon on top, this dish is the ideal meal for any growing student. This recipe is derived from the fan-favorite cracked chicken recipe with the traditional chicken substituted with hearty turkey. Turkey Delight can be served as a sandwich, dip, wrap, or by itself. This is the ideal meal for all students because it is diverse in its abilities. Students can have this as a sit-down meal, or make it a wrap and take it on the go!

### Product:

#### Recipe:

- 3 lbs boneless turkey breasts
- 2 (8 oz) blocks cream cheese
- 2 (1 oz) packets dry Ranch seasoning
- 8 oz bacon, cooked crisply and crumbled

#### Instructions:

1. In a slow cooker combine place turkey, cream cheese, and Ranch seasoning.
2. Cook on low for 6-8 hours or on high for 4 hours, until turkey shreds easily.
3. Once turkey shreds stir with a large fork or spoon, so the turkey shreds and all the ingredients combine.
4. Add in crumbled bacon and stir to incorporate.
5. Serve warm.

## Nutrition:

# Nutrition Facts

Serving Size 1 cup

Serves 8

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**Amount Per Serving**

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**Calories** 554

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**% Daily Value\***

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**Total Fat** 33.8g **52%**

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**Cholesterol** 209.2mg **70%**

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**Sodium** 1266.4mg **53%**

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**Total Carbohydrate** 7.6g **3%**

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Sugars 2.1g

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**Protein** 51.2g **102%**

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Vitamin A 13% Vitamin C 0%

## Health benefits of eating turkey:

1. Turkey is a rich source of protein, vitamin B6 and amino acid tryptophan.
2. Skinless white meat turkey is low on fat and contains less cholesterol than chicken and pork.
3. Turkey contains trace mineral selenium, which is an essential component required for thyroid hormone metabolism and immune function.
4. Turkey is believed to have mood-enhancing properties, that will help to improve your mood.
5. Vitamin B6 and niacin present in turkey are essential for energy production in the body.

## **Market Analysis:**

Our ideal target audience is the Lenox High School student body. We want to know if students would be interested in having more turkey options for lunch. The students at Lenox don't always enjoy every meal. If we could start incorporating turkey into a few meals, maybe students would enjoy the meals a little more. There are currently 296 students who attend Lenox Junior High and Lenox High School. Out of these students, approximately 200 students eat lunch every day. Out of these 200 students, 84 of them are provided with free meals. There are 21 kids who get reduced meals.

Turkey provides a high amount of protein which is essential to growing students throughout their high school careers. The Lenox Community School can benefit from having the option of turkey, because of two reasons. One, over half of our students are involved in extracurricular activities which requires energy that students can get from this meal option. Students need this protein to help them get through games and practices. Two, students may not be getting the nutritional value at home, as some of the students come from low economic status. This is why having a hearty meal at the school is so important for students, especially those that lack the nutritional aspect at home.

Lenox is smaller town in southwest Iowa, located in Taylor county, and having students spread throughout Taylor, Adams, Ringgold, and Union counties. Lenox has a diverse background of students represented in the school. The population of Lenox is 1,438 people, with a poverty rate of about 9.72%, according to data USA. When looking at the demographics of Lenox, we can see that of the total population 91% is white, while the remaining 19% is Hispanic or Latino. The average household size in Taylor county was 2.26 and the average family size was 3.01. The largest industry in Lenox, IA is manufacturing with Micheal Foods being the main source of income for many of the families.

This product will not have any cost in shipping, packaging, or containers. The shipping will not be needed because the product is made and served at the school. Students will use trays to put the product on. Therefore, packing and containers will not be used. All of these factors are important in considering the price of the final product.

## **Marketing Plan:**

Our environment is a school-based restaurant serving high school students and teachers. The setting in which our products will be available to students and teachers will be located in the lunchroom of Lenox high school. As our customers approach the cafeteria they will be greeted by the mesmerizing smell of turkey that makes their mouths water. We will have chairs and tables set up in the cafeteria that is located by the massive window wall. This allows them to enjoy the precious blessings that nature gives them while enjoying some of nature's most valuable products. As they come into the lunchroom they will get into a line and we will serve them. Our customers can then sit down at our tables and enjoy the meal along with the view.

### Market Campaign:

The service we provide is called *The Barn*. Our slogan is “A gobble above the rest!” We serve a scrumptious product that is cracked turkey. The name for this product is Turkey Delight. Just as the name implies, it is a delight for all students and staff that eat at *The Barn*.

### Finances:

Item Name	Item Amount	Quantity	Running Total
Town House Crackers	\$2.50	2	\$5.00
Great Value Dry Ranch Seasoning	\$0.77	4	\$3.08
3 lb Boneless Turkey Breast	\$9.98	2	\$19.96
Cream Cheese (2 pack)	\$2.87	2	\$5.74
Great Value 20 oz Mini Cups	\$2.97	4	\$11.76
Bacon Bits	\$3.61	1	\$3.61
<b>Total:</b>			\$52.16
<b>Turkey Delight Total:</b>			\$32.39
<b>Cost Per Student:</b>			\$3.49

## **Taste Test:**

On Wednesday, October 30th, *The Barn* completed a taste test of Turkey Delight. Students prepared the food the night before so that it would be easily turned on the next morning. Students made a double batch of the recipe to ensure that there was at least 1 oz for each student to sample. The students used a crockpot to start the turkey, cream cheese, and ranch flavoring packets. To ensure that the turkey was not going to contaminate anything being set out overnight, students gathered the materials so that one student could start the Turkey Delight the morning of our taste test.

After the recommended time of 8 hours of cooking, the students tested the temperature of the turkey to ensure that it was at least 165 degrees Fahrenheit and can hold this temperature for at least fifteen seconds. When checking the temperature of turkey or other poultry, it is important to make sure that you check it in the thickest part of the breast. This ensures that the turkey is fully cooked throughout. Once the Turkey Delight was ready to dish up, we used small serving cups to serve the food to the students. When preparing the food for students to sample, the members of our team made sure to follow safe serving guidelines. Examples of this include removing all jewelry, wash hands before they start to prepare food, during if they move to a different job, and after they are finished. Students wore gloves to package the product into the to-go containers, as well as when they placed the crackers in the dish. Students wore hairnets, gloves, and aprons when they distributed the meal into the containers. Students walked through the line after they got their school lunch tray. The sample was composed of 1 oz of the dish and a cracker. This is one of the many ways that this dish can be served to the students.

Upon completion of the sample, students were asked to take a one question survey. "*Would you want to see this product offered at The Barn student-led restaurant during lunch hours?*" Once counting up the secret ballots, we had a total of 113 people sample the Turkey Delight. Of the 113, 105 said that they would like this to be offered to them during the lunch hour, while the remaining 8 students voted against the option.

As a consensus, if we were to open *The Barn*, we believe that we would have more students eat turkey. Our taste test has helped some students learn about turkey, and give students incentives to eat turkey at times other than Thanksgiving. If we were to open *The Barn*, we believe that our business would be thriving. Students enjoyed the change of food. As our restaurant grows we will continue to add fan-favorite meals like the Turkey Delight.

**Printed Advertisement:** This a printed advertisement. It is meant to go into the newspapers and to hang in businesses around town. We are using these to catch the attention of our targeted audience. We are going to have these in the morning bulletin as well as hanging around in the hallways.



A Gobble Above the Rest!

The Barn

# The Barn

WE OFFER:

## The Turkey Delight

Turkey Delight is creamy, cheesy, ranch, and bacon shredded turkey || The Barn

**Video Advertisement:** Lenox High School has a video network called Tiger Network. Tiger Network is a program that allows students to communicate with community members and other students in the school. Tiger Network is through Youtube. We are using this to help us advertise and create videos. We used the same program that the students in the Communications class use to make our commercial. (To view our video advertisement, please see link below!)

<https://drive.google.com/file/d/1elecO4lpG42YEsZ3UGX-CF7fGxy9FpZR/view?usp=sharing>

**Billboard Advertisement:** Roughly 90% of students commute to school through buses or their own vehicles. No matter which way students come from Creston, Bedford, or Corning, there are billboards all along the way. This is a great way to get the word to students and parents about the new addition to Lenox Schools.



**The Barn**  
Lunch served Monday-Friday  
@ Lenox High School



**Try our new Turkey Delight!**

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