



2020-2021 IFTSA Smart Snacks for Kids Competition

Please read these rules carefully, as many changes have been made to facilitate the competition during a pandemic. These may be different procedures than recent years.

Purpose:

1. Provide students the opportunity to develop the technical and professional skills desired in a food professional
2. Educate students about the product development process
3. Provide an opportunity for individuals to practice science communication skills to both technical and general audiences
4. Foster innovative thinking and creativity in the product development process from bench top to marketing of final product

Eligibility:

1. Each team member must hold Student Member status in the Institute of Food Technologists at the time of the submission of the preliminary report.
2. All team members must be enrolled at the same university.
3. Prior to the competition, each team member must be a registered as a student (during the Fall semester) at the university they are representing. (If participating in the finals at IFT's Annual Meeting, the student need not be currently enrolled.)
4. Teams will consist of undergraduate students, graduate students, or a combination thereof. More than one team from the same university may enter the competition as long as they meet the eligibility requirements.
5. All teams must be composed of a minimum of two (2) and a maximum of five (5) members.
6. Entries must be authentic and consist solely of the students' original work. Professors may be consulted and referenced but may not be a major contributor to the actual work.
7. Industry support such as donation of ingredients or use of equipment is permitted and encouraged but may not be acknowledged by any team in the preliminary round. During the final round, sponsors may be acknowledged in the final slide of the oral presentation.
8. Projects from product development classes are eligible in the competition.
9. MS, Ph.D., or summer internship projects are not eligible in the competition.
10. During their term, the Competition Chair will be prohibited from participating on any competing team.

Awards:

Each of the finalist teams will receive a certificate and a reimbursement for travel to IFT21 of up to \$1500. Winners will be announced at the IFTSA Closing Ceremony. Prize amounts are as follows:



- First (1st) Place: \$3,000
- Second (2nd) Place: \$1,500
- Third (3rd) Place: \$500

The winning team may be highlighted in an issue of *Food Technology* following the competition.

General Competition Rules:

Entries must consist of a proposal for a new food product that can be made with household kitchen machinery (no pilot plant machinery allowed). Products must abide by the USDA “Guide to Smart Snacks in Schools” recommendations (specific information can be found here: https://fns-prod.azureedge.net/sites/default/files/resource-files/USDASmartSnacks_508_62019.pdf)

Examples of kitchen machinery: blender, food processor, freezer, food scales. Please do not purchase equipment that would not regularly be in one’s kitchen.

Teams may enter their product in competitions outside of IFT. Teams may not enter their product in more than one IFTSA competition. In order to preserve the integrity of this competition, the following limitations will be enforced:

- Judges will not award extra points for the size of sensory panels or source of panelists. The purpose of this rule is to eliminate the possibility of teams earning extra points for their ability to collect more sensory data due to school size or geographic location. Teams working in an online virtual format will not be penalized for a lack of sensory data.
- Since the focus of this competition is on food science skills in product development, Judges will not award points for the quality of graphics on packaging or other advertising materials.
- Proposals from previous winners will not be distributed by IFTSA. Competing teams will be informed only of the Judges’ comments, and not numerical scores, for their submitted product.
- All written proposals must be submitted to the Competition Chair via the submission portal on IFT.org in pdf format by the deadline. The file name must be in the following format (without quotes): “Product Name.pdf”.
- Penalties for violations will be determined at the Judges’ discretion. Judges will communicate their unanimous decision, which will be considered final, in a prompt fashion to both the Competition Chair and the team captain(s).

Note: Copyright and trademark violations will not be tolerated. Teams who submit a product that features a character or franchise that they do not have explicit rights to will be disqualified.

Procedure for Preliminary Round:

Preliminary Proposals

1. Teams must submit their preliminary proposal in PDF format via the submission portal on IFT.org by February 1st at 11:59pm CST. The file name must be in the following format (without quotes): "Product Name.pdf". Proposals received after February 1st will not be accepted.
2. The Preliminary Proposal is limited to three (3) pages or less, not including the following mandatory pages: one (1) title page, one (1) page for a photograph or visual illustration of the product, one (1) appendix page used at the discretion of the contestants, and reference page(s). Refer to page 6 for preliminary proposal requirements and pages 8-9 for content suggestions.
3. The report must be typed, double-spaced, a minimum of 11-point Times New Roman font, with 1" margins. All text and figures must be on 8.5 × 11.0" sized pages.
4. There is no specific required format for the title page, though it should include the title and date of the proposal to be submitted. Names of students and universities should not be identified on the title page.
5. When submitting the preliminary proposal via the submission portal on IFT.org, teams must provide the following information when prompted by the submission form:
 - a. Team members' names and IFT membership numbers
 - b. Donors of goods, services, or money (if applicable)
 - c. The name, address, phone number, and e-mail address of a contact person to whom all correspondence should be directed
 - d. Name of the institution (i.e. university or school), name of product entry (i.e. proposal title), as well as the team's advisor's name and contact information
6. **Names of students, universities, donors, or any other information pertaining to the team's identity/origin is NOT acceptable in the Preliminary Proposal. (Dismissal will result if violation occurs).**
7. References: All references cited within the proposal must follow Journal of Food Science formatting and should be included at the end of the proposal. If a problem arises with regards to reference credibility, a Judge may contact the Competition Chair for verification.
8. A separate cover letter from the Department Head or a professor, verifying authenticity of the work and the team's compliance with the competition rules, must be submitted as a separate PDF document along with the preliminary proposal.

Evaluation of Preliminary Proposals

Proposals should be targeted at food industry professionals (food scientists, food engineers, plant managers, brand managers, etc). Imagine that you are trying to pitch a new product to them in order to gain approval to move on to the next stage of development. Scoring will be



determined by a minimum of three (3) Judges. Each proposal will be scored on a basis of 100 points, with the points to be distributed as shown here:

<i>Preliminary Proposal Evaluations</i>	<i>100 points total</i>
Product Description	20 points
Nutritional Value & Benefit	20 points
Commercialized Process Description	20 points
Product Quality and Safety	20 points
Creativity: Is it fun and innovative? Will it appeal to kids?	20 points

Judges will select a maximum of six (6) finalists. Each competing team will be informed of their respective Judges' comments. Each Judge will provide 1-2 sentences of feedback at a minimum. Judges may not assign the same score to two different proposals they have judged, so that a clear ranking can be discerned.

Selection of Finalists

The finalists will be selected as follows by the Judges and Competition Chair:

1. All point scores are converted into rank scores (highest score out of 100=1, second highest score out of 100=2, etc.)
2. Rank scores are totaled for each team (one rank score per judge).
3. The lowest six scores are designated as the finalists.
4. In the event of a tie, the two lowest rank scores will be added for each group and the team with the lowest score will advance. If this fails, the team with the highest average score will be selected.

Note: Patent rights belong to the individual teams and will be handled according to University patent policies. IFT and IFTSA do not claim any responsibility or rights for product development ideas presented in this competition.

Procedure for Final Round:

Finalists

Responsibilities of finalists include preparation of the following:

- a final written proposal
- an oral presentation
- a product defense session- this will replace the tasting session

Finalist Evaluation

Final proposals will be scored on a basis of **225 points**, distributed as follows:

Final Written Proposal	100 points
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Oral Presentation	75 points
Product Defense	50 points

Guidelines and the scoring breakdown for these areas are outlined below.

Final Written Proposal

1. Finalist proposals should be technical in nature and targeted at food industry professionals (food scientists, food engineers, plant managers, brand managers, etc). They should contain information that would be pertinent to someone deciding to move forward with launching your product.
2. Finalists must submit their final proposal, in PDF format via the submission portal on IFT.org, to the Competition Chair by June 1st, 2020 at 11:59pm CT. The file name must be in the following format (without quotes): "Product Name.pdf". Proposals received after the deadline will not be accepted.
3. The maximum length of the Final Proposal is fifteen (15) pages, including the Final Proposal's body text, references, diagrams, figures, tables and appendices. This limit **DOES NOT** include: one (1) title page and one (1) photograph and/or visual illustration page.
4. The report must be typed, double-spaced, a minimum of 11-point Times New Roman font, with 1" margins on white paper. All text and figures must be on 8.5 × 11.0" paper.
5. There is no specific required format for the title page, though it should include the title and date of the proposal, as well as the team name and university name.
6. References should be added at the end of the proposal and are required to be in the Journal of Food Science format.

****Areas that may be covered, in both the PRELIMINARY AND FINAL PROPOSALS, include, but are not limited to, the following:**

1. Product Description
 - a. Product description/use and image
 - b. Product formulation and ingredient/component functionality/specifications
 - c. Nutrition label and nutritive value
 - d. Ingredient statement
 - e. Claims (nutritive/quality) – must follow guidelines as outlined by the Food and Drug Administration (FDA) as meeting Significant Scientific Agreement
 - f. Consumer friendly product preparation directions (as applicable)
2. Commercialized Process Description
 - a. Process description and basis for selection
 - b. Process flow diagram
3. Product Quality & Safety
 - a. Complete HACCP plan
 - i. HACCP plan summary – identifying hazards to be controlled, critical processing limits, monitoring procedures, verification and validation parameter

- b. Compliance to state and federal regulations
 - c. Identify quality parameters
- 4. Relevance to Consumer
 - a. Appeal and relevance to children
 - b. Product novelty/uniqueness (innovative, sustainable element, etc.)
 - c. Product storytelling
 - d. Marketing plan
 - e. Competitive framework
- 5. NOTE: This virtual format may make it impossible to conduct testing for sensory or shelf life data. In this instance, you may describe how and why a set of theoretical tests would be run. Be technical and cite literature based on similar products.
- 6. The Team may include additional headings/information. The detailed list of items above is not inclusive and may not be applicable for all entries — particular details may be included or omitted at the Team's discretion. However, if the Judges deem particular details that are not included applicable to an entry, the entry will be penalized accordingly. Team representatives should contact the Competition Chair to determine applicability.

Final Proposal Points Distribution:

Written Technical Proposal Evaluations	100 points total
Product Description	20 points
Nutritional Value & Benefit	20 points
Commercialized Process Description	20 points
Product Quality and Safety	20 points
Creativity: Is it fun and innovative?	20 points

Oral Presentation

Finalists will present a fifteen (15) minute live oral report followed by a fifteen (15) minute question/answer period (also live) via a virtual teleconferencing software, such as Zoom.

- a. The oral presentation should be targeted at the general public. Consumers are demanding greater transparency about how their products are made and what ingredients are used to make them. Your presentation should focus on educating consumers on the information in your written proposal in a manner that generates understanding as well as excitement about your product. The presentation will be for the judges, but will be recorded and posted for the rest of the conference afterward.
- b. A maximum of three (3) team members may participate in the presentation, but the entire team is invited to participate in the 15-minute Q&A. It is recommended that your



team discusses before the presentation how you will determine who answers questions (such as using the chat feature of the teleconferencing software, text messages, etc.)

- c. A PowerPoint presentation is required. The Competition Chair is responsible for scheduling the timing of the oral presentation and product defense. The Competition Chair will provide finalists with details concerning the PowerPoint presentation (format, version, file size, etc.)
- d. Time limits will be enforced. The Competition Chair will keep track of time.

Oral Presentation Evaluation

75 points

Presentation Quality	25 points
Product & Process Description	10 points
Communication & Consumer Education	10 points
Creativity: (Is it fun and innovative? Will it appeal to kids?)	10 points
Use of entire team to answer questions	10 points
Quality of answers to questions	10 points

Product Defense

Each team will defend their product concept *individually* before the panel of judges. During the defense, the team will present their product to the judges, and the judges will have an opportunity to ask in-depth technical questions. These questions will focus on aspects of the product mentioned in the oral defense and in the final proposal. The defense will occur on a different day than the virtual oral presentation to give the judges time to consider the product. The team, judges, and chair will find a mutual time that works for everyone. The defense will occur using a virtual teleconference service, such as Zoom. Judges will not know the final scores or winners and will provide constructive feedback to each team.

1. Thirty (30) minutes will be allotted for each team. Teams will have 10 minutes to present their product to the judges, focusing on technical aspects of the product and formulation. The remaining twenty (20) will focus on an in-depth Q&A. A visual is required. If you have a photograph of your product, please provide it during this time. If not, please have someone on your team sketch what the product looks like. Other slides with relevant technical information (HACCP, process flow) are permitted as well.
2. The goal of the defense will be for the judges to engage in a technical dialogue with the team about their product. **Skits are no longer encouraged for the tasting session. Please come prepared to answer questions about your product. Do not prepare a skit.**

For a *virtual* IFT event, the following point breakdown will be used:

<u>Product Sample Evaluation</u>	<u>50 points total</u>
Taste/Eating experience	0 points
Expectations/Deliver on claim	15 points
Ability to defend product/decision	35 points

The product defense will still occur, but virtually. This event will continue to be private and not open to the public (only between the team, judges, and competition chair). Teams will not be allowed to listen to each other's defenses.

Delivery vs. Promise:



The "promise" is the product that the team orally communicates to the judges through the written report, oral report, and photograph. The "delivery" is the product that is actually produced and presented to the judges.

For both the oral presentation and product defense, it may be necessary to record the sessions to accommodate the participation of all judges. At least three (3) judges should be present for the call.

Judges

1. A panel of preliminary judges will be selected from industry and academia with practical product development experience. Each preliminary proposal will be scored by a minimum of five (5) judges.
2. A minimum of five (5) final judges, with practical product development experience, will be chosen from industry and/or academia.
3. Each judge may serve up to three (3) years.
4. Judge identities will remain anonymous until the final competition.
5. Judges are encouraged to evaluate products by point totals as outlined, not personal preferences.
6. Rule breaches should not result in disqualification but will be left to the Judges to decide. Any rule breaches should be brought to the attention of the Competition Chair and Judges prior to the finalization of scores (prior to product evaluation). Rule breaches reported after the scores have been finalized should not be entertained.



Product Development (PD) Competition Checklist

Check off items as completed:

Items to be completed for entry in PD competition

- ☐ Check IFT student member status for team.
- ☐ Check preliminary proposal format
- ☐ Submit a preliminary proposal (PDF) to the competition chair via the IFT.org submission portal by **11:59pm CT on February 1st, 2021.**

Items to be completed for PD competition finalist

- ☐ Check final written proposal format
- ☐ Submit a final written proposal (PDF) to PD Chair via the submission portal on IFT.org by **June 1st, 2021, at 11:59pm CT.**
- ☐ Prepare 15-minute oral presentation
- ☐ Check oral presentation format
- ☐ Prepare a 10-minute product defense
- ☐ Organize teleconference call times for oral presentation and product defense with Competition Chair

Questions:

Please contact the IFTSA Smart Snacks for Kids Competition Chair via email at iftsa.ssfk@gmail.com.

The enforcement, review, and changes of these Rules and Guidelines will be the responsibility of the Chair of the competition and designated IFT Staff member. Failure to comply with any of the rules of the competition may result in disqualification.