

### FOOD INNOVATIONS

An individual or *team event* recognizes participants who demonstrate knowledge of the basic concepts of food product development by creating an original *prototype formula*, testing the product through *focus groups* and developing a marketing strategy. Participants will demonstrate their knowledge of food science, nutrition, food preparation safety and product marketing. Participants must prepare a *display*, suggested product packaging and an oral presentation.

#### ELIGIBILITY & GENERAL INFORMATION

1. Review “Eligibility and General Rules for All Levels of Competition” on page 8 prior to event planning and preparation.
2. Participants are encouraged to bring fully charged devices such as laptops, tablets, etc., to use for audiovisual presentation at competitions.
3. Items within the *display* may be used as in-hand *visuals* during the oral presentation, but must be returned within *display dimensions* when finished.
4. Participants are not allowed to provide food product samples to the evaluators.
5. Chapters with multiple entries in this event must submit different projects for each entry. All projects must be developed and completed during a one-year span beginning July 1 and ending June 30 of the school year before the National Leadership Conference (NLC) and must be the work of the participant(s) only.
6. National Leadership Conference (NLC) participants are required to view the online orientation video and submit the STAR Events *Online Orientation Form* by the deadline. The video and form will be on the FCCLA Student Portal and can be found under Surveys Applications. Only one form per entry is required. **Contact your [State Adviser](#) for orientation procedures for competitions held prior to the National Leadership Conference (NLC).**
7. Participants who do not follow the event guidelines or the definition of the event, or if they create an item that does not align with the current event topic, their project will not be considered for evaluation. However, the participant can still participate in the competition by giving an oral presentation and will only be evaluated based on that presentation.

CLICK HERE TO VIEW NATIONAL DEADLINES

#### CAREER PATHWAYS ALIGNMENT

Human Services	Hospitality & Tourism	Education & Training	Visual Arts & Design
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#### EVENT LEVELS

Level 1: Through Grade 8	Level 2: Grades 9–10	Level 3: Grades 11–12	Level 4: Postsecondary
■	■	■	■

\*See page 7 for more information on event levels.

#### GENERAL INFORMATION

Number of Participants per Entry	Prepare Ahead of Time	Equipment Provided for Competition	Competition Dress Code
1–3	<i>Display, Product Packaging and Oral Presentation</i>	Table–Yes Electrical Access–No Wall Space–No Supplies–No Wi-Fi – No	FCCLA Official Dress

#### PRESENTATION ELEMENTS ALLOWED

Audio	Easel(s)	File Folder	Flip Chart(s)	Portfolio	Props/ Pointers	Skits	Presentation Equipment	Visuals
■	■				■		■	■

## TOP 5 SKILLS STUDENTS REPORT LEARNING THROUGH PARTICIPATION

Teamwork	Public Speaking
Creativity	Responsibility and Time Management
Decision Making or Problem Solving	

## FOOD INNOVATIONS BY THE NUMBERS: 2023 - 2024

Participants Nationwide	Type of Event	Nationwide Impact
722	Career Focused	36,289
78% of Food Innovations participants indicated this event is extremely or very useful to their future. 32% of Food Innovations participants indicated they would pursue higher education related to the career chosen in their project.		

## PARTICIPANT TESTIMONIALS

*"I chose to do a healthy, low-carb Keto Chocolate Silk Pie because society is becoming increasingly more health conscience, without food companies providing for healthy alternatives. In this project, I created a recipe, then had a focus group taste test the product. I then compiled the data from surveys that they filled out and modified the recipe to meet most suggestions. I completed this process once more, to have a second recipe, and a second focus group. Taking the suggestions from the second focus group, I came up with a third and final recipe, while also completing other information for marketing and sale of the product." – Georgia FCCLA Member*

*"Our prompt this year, was to make a comfort food dessert that reminded people of better days, where stress and problems went away. After several days of researching, we created a brownie batter with a Derby Pie layer on top. We incorporated the Derby Pie because we love our state and we also love brownies and thought they were a perfect fit together." –Kentucky FCCLA Member*

*"I developed a main course salad with apple, tamarind, and several proteins. Thinking on my nostalgia, the top favorite snacks of my childhood were apples and tamarind candies and treats from Mexico. That's why I transformed my two favorite ingredients, tamarind and apples, into an indulgent nostalgic salad." – Texas FCCLA Member*

## SCHOLARSHIPS

Each year FCCLA's collegiate partners award over 13 million in scholarships to the Top 3 placing Level 3 teams/individuals annually at the National Leadership Conference. Scholarship details can be found on the FCCLA Website.

## FOOD INNOVATIONS GUIDELINES AND RUBRICS

The STAR Events Guidelines and rubrics are updated annually, and they are an exclusive benefit for FCCLA members. Advisers and members can access and download the guidelines from the FCCLA Portal.

[ADVISER PORTAL](#)

[MEMBER PORTAL](#)