



Food Innovations

FCCLA STAR Events Information

(Students Taking Action with Recognition)

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.

Project Connections

Top 5 Skills Students Report Learning Through Participation

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

Career Clusters



National Family and Consumer Sciences Standards

- Reasoning for Action Comprehensive Standard
- 2.0 Consumer and Family Resources
- 3.0 Consumer Services
- 8.0 Food Production and Services
- 9.0 Food Science, Dietetics, and Nutrition
- 14.0 Nutrition and Wellness

Common Career Technical Core/Career Ready Practices

- 2.0 Apply appropriate academic and technical skills.
- 3.0 Attend to personal health and financial well-being.
- 4.0 Communicate clearly, effectively, and with reason.
- 5.0 Consider the environmental, social and economic impacts of decisions.
- 6.0 Demonstrate creativity and innovation.
- 7.0 Employ valid and reliable research strategies.
- 8.0 Utilize critical thinking to make sense of problems and persevere in solving them.
- 9.0 Model integrity, ethical leadership and effective management.
- 11.0 Use technology to enhance productivity.
- 12.0 Work productively in teams while using cultural/global competence.

FCCLA Programs



Projects may qualify to compete at the annual National Leadership Conference.
Turn this page over to see examples of projects from across the nation and participation data.
For information on state participation, contact your state adviser.



Food Innovations

FCCLA STAR Events Information

(Students Taking Action with Recognition)



Examples of Food Innovations Projects:

"I chose to do a healthy, low-carb Keto Chocolate Silk Pie because society is becoming increasingly more health conscious, 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

Food Innovations by the Numbers: 2019-2020

Participants Nationwide: 535 teams, 1,078 participants

Levels: Level 1 (through grade 8); Level 2 (grades 9-10); Level 3 (grades 11-12), Level 4 (Postsecondary)

Type of Event: Career Focused

Nationwide Impact: 22,795 people

86% of Food Innovation participants indicated this event is extremely or very useful to their future.
34% of Food Innovation participants indicated they would pursue higher education related to the career chosen in their project.

This information sheet does NOT include the guidelines for competition. To prepare for competition, affiliated FCCLA Chapters and Members should download the complete Competitive Events Guide in the FCCLA Adviser and Student Portals.

Adviser Login: <https://affiliation.registermychapter.com/fccla#>

Student Login: <https://affiliation.registermychapter.com/fccla/members#>

To learn more about FCCLA STAR Events, visit the national FCCLA website, www.fcclainc.org, or email starevents@fcclainc.org.