

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 the **STAR Events Front Pages** for all event requirements, policies, and procedures before beginning the project.
2. Chapters with multiple entries in this event must submit different projects for each entry. All projects must be developed and completed during the school year leading up to the National Leadership Conference (NLC), within the timeframe July 1 through June 30, and must be the work of the participant(s) only.
3. **Online Orientation** - NLC participants are **encouraged** to view the STAR Events Online Orientation video to ensure they are fully prepared for the NLC. The video will be available in the FCCLA Student Portal under Resources. **Contact your state adviser for orientation procedures for competitions held prior to the NLC.**
4. **STAR Events Schedule Confirmation** – It is **strongly suggested** that chapter advisers confirm participants' STAR Events schedules in the FCCLA Adviser Portal. Advisers can review students' schedules in the FCCLA Adviser Portal by visiting the Meetings & Events tab, selecting the NLC option, and choosing "Confirm STAR Competition." **Confirming schedules in advance helps ensure that participants are qualified, registered for the conference, and competing in the correct STAR Event. Schedule changes after the published deadline are subject to a \$25 change fee.** Please refer to the FCCLA Website (Competitive Events Dates & Deadlines).
5. Participants who do not follow event guidelines, align with the event definition, or address the current event topic will not have their project evaluated. However, they may still participate in the competition by delivering an oral presentation and will be evaluated based on the presentation.

[CLICK HERE TO VIEW NATIONAL DEADLINES](#)

CAREER CLUSTERS ALIGNMENT

Arts & Design	Education & Training	Financial Services
Hospitality & Tourism	Human Services	Public Service
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EVENT LEVELS

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

Review the "Event Description and Levels" section of the policies in the front of the guidelines 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	Display, Product Packaging and Oral Presentation	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: 2025 - 2026

Participants Nationwide	Type of Event	Nationwide Impact
1,352	Career Focused	128,283

76% of Food Innovations participants indicated this event is extremely or very useful to their future.
29% of Food Innovations participants indicated they would pursue higher education related to the career chosen in their project.

PARTICIPANT TESTIMONIALS

"This project made a positive impact by promoting healthier snack choices and raising awareness about the importance of nutrition and sustainability. Families benefited by learning about better snack alternatives that can be made or chosen at home, encouraging healthier habits for teens and younger children. Within our school, this project inspired students to think more critically about what they eat and how food packaging affects the environment. It also showcased how creativity and teamwork can lead to meaningful change. In our community, the project encouraged support for local, eco-friendly initiatives and started conversations about reducing waste and making nutritious food choices accessible to everyone." – Arkansas FCCLA Member

"This project gave us the opportunity to learn about hyper-local foods and how fresh fruits and vegetables are good for you. We were able to reach our school through our testing experiments and appealing foods. We feel as though the students will make healthier choices when deciding what to eat because of this project." – Missouri FCCLA Member

"It provides students with a more fulfilling snack option than the more common products on the market. It offers nutrients that students may not be consuming enough of and some that are favored in their current diets." – 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 can access and download the guidelines from the FCCLA Portal.

ADVISER PORTAL