



***PRODUCT DEVELOPMENT COMPETITION  
RULES, PROCEDURES and JUDGING CRITERIA***

**GENERAL COMPETITION RULES**

Entries must consist of a proposal for a new bakery food product. For the 2019 competition, the category is “Flatbread.” These products should be a bread made from a flattened dough piece, either chemically or yeast raised, could include different variants of the flatbread category including pizza, naan, tortillas, etc. Must contain one or more sources of the ancient grains (spelt, Khorasan wheat (Kamut), freekeh, bulgur, farro, einkorn, emmer, millet, barley, teff, oats, sorghum, quinoa, amaranth, buckwheat, and chia.) at greater than 15% based on flour weight. Product must have a shelf life of more than 21 days ambient or longer for frozen product applications with 6 months shelf life. Judges will be evaluating the potential success of product entries in today's market and technical problem solving skills used in product development. Teams may enter their product in competitions outside of ASB.

In order to control the emphasis and fairness of the competition, the following limitations will be enforced:

- Competitors must be student teams consisting of no more than four students.
- Competitors can enter multiple products but separate proposals must be entered for each product.
- Competitors can participate in multiple years.
- **All written proposals must be e-mailed in .pdf format to the ASB PDC Committee ([pdc@asbe.org](mailto:pdc@asbe.org)) by the deadline.**
- 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 a larger number of team members.

- Since the focus of this competition is on baking skills in product development, judges will not give points for the quality of package graphics or other advertising material. However, student teams are encouraged to be creative and encompass modern packaging technology.
- Penalties for violations will be determined by the judges. Judges will communicate their decision, which will be considered final, in a prompt fashion to both the chair and the team captain at the end of the competition.

## **Eligibility**

1. Each student team member must be registered as a student at the university he or she is representing at the time of the application deadline. Each student on the team must provide a letter from their advisor stating that they are currently enrolled and taking classes. All students entering the competition must be a registered ASB member (student membership is complimentary). For more information regarding membership, please contact [agonzalez@asbe.org](mailto:agonzalez@asbe.org)
2. Entries must be the student's original work. Professors may be consulted and referenced, but may not be a major contributor to the actual work.
3. Industry support such as donation of ingredients or use of equipment is allowed and encouraged, but should not be acknowledged by any team in the preliminary or final proposal, oral presentation, poster presentations, or product tasting sessions.
4. Projects from product development classes are eligible in the competition.
5. MS, Ph.D., or summer internship related projects are NOT eligible in the competition.
6. Each student team should consist of a minimum of two, and up to four team members. Teams will be permitted to give the presentation to the judges if chosen as finalists.
7. ASB board members and product development competition organizers are not allowed to participate in the competition.
8. Product introduction/team introduction will be during the opening ceremony by team captain and app voting to commence

## **Preliminary Proposals**

1. Only email submissions will be accepted. Please submit all emails to [pdca@asbe.org](mailto:pdca@asbe.org). When submitting the preliminary proposal, entrants must include the following information in the same email:
2. Team members' names and ASB membership numbers in the document provided on ASB's website. In addition, the name, address, phone number and e-mail address of the team leader to whom all correspondence should be directed must also be provided.
3. Sponsor companies, donors of goods, services, or money (if applicable)
4. Name of the school, name of entry, and advisor's name and contact information

5. Failure to forward the above information will result in ineligibility. An acknowledgement email will be sent.
6. Teams must submit their preliminary proposal in a **PDF format** by email to the ASB PDC Committee ([pdcc@asbe.org](mailto:pdcc@asbe.org)) by **November 13<sup>th</sup> at 11:59pm CST**. Proposals received after **November 13<sup>th</sup>** will not be accepted.
7. The preliminary proposal may **not exceed five (5) pages**, not including the title page, the page for photographs, and the appendix page for a process flow diagram.
8. The report must be typed, double-spaced 12-point Garamond font with 1" margins. Must be submitted electronically.
9. There is no specific required format for the title page (not included in the five (5) page limit), though it should include the title of report and date.
10. Names of sponsor companies, any university, students, or other indication of team location are NOT acceptable on the other five pages in the report, or on the product picture as these will be seen by the judges.
11. Include a 5" × 7" color photograph of the proposed product in the preliminary proposal (mounted on a single sheet 8.5 × 11.0" white paper). Additional images throughout the report are optional.
12. References: All references cited within the proposal will be referred to with a number in or at the end of the sentence in which the reference was used. The list of references (which are not included in the five (5) page limit) must be submitted as a separate PDF document with the preliminary proposal. If a problem arises with reference credibility a judge may contact the Product Development Chair for verification.
13. A separate cover letter from the Department Head or a professor, verifying originality of work and the team's compliance with the competition rules is to be submitted as a separate PDF document with the preliminary proposal.

### **Evaluation of Preliminary Proposals**

1. Scoring will be determined by three (3) judges. Each entry will be scored on a basis of 100 points, with the points to be distributed as shown here:

#### Preliminary Proposal Evaluations

Product Description	20 points
Process Description	20 points
Technical Problem Solving	15 points
Food Safety/Shelf Life	15 points
Originality	10 points
Literature/trend data	10 points
Marketing	10 points

**100 points total**

2. Judges will select a maximum of four (4) finalists.
3. All competing teams will be informed of only their respective scores and judges' comments.

## **Finalists**

**Finalists will be announced on December 1.** Responsibilities of finalists include the preparation of the following:

- Final written proposal
- Oral presentation
- Display of their entry for a poster session at the Annual Meeting
- Samples of their product for the four (4) judges to taste.

## **Finalist Evaluation**

Final proposals will be scored on a basis of 300 points, distributed as follows:

- I. Final Written Proposal 50 points
- II. Oral Presentation 50 points
- III. Poster Presentation 50 points
- IV. Product Sample 100 points
- V. Opening Ceremony Voting 50 points

### **I. Final Written Proposal**

1. Finalists must submit their final proposal, in PDF format via e-mail, to the ASB PDC Committee ([pdc@asbe.org](mailto:pdc@asbe.org)) by February 12, 2019 at 11:59pm CST. Proposals received after the deadline will be disqualified.

2. The maximum number of pages for the final written proposal is ten (10). This number DOES include proposal body text, references, process flow diagram, references and appendices. It does NOT include the one (1) title page and the one (1) photograph page.

3. The report must be typed, double-spaced, 12-point Garamond font with 1" margins on white paper. Must be submitted electronically.

4. The title page, for which there is no specific required format, must include the title of the proposal and date. A list of donors, and other contributors that assisted the team should be listed ONLY on the title page.

5. Include a 5" × 7" color photograph of the product mounted on a single sheet 8.5" × 11.0" white paper. Additional images throughout the report are optional.

Areas that may be covered in the final proposal are:

A. Product description/ Evaluation

- i. Product description/use
- ii. Product formulation and ingredient functionality
- iii. Market potential
- iv. Competitive framework
- v. Sensory/ Consumer tests
- vi. Shelf life estimation
- vii. Price/cost evaluation
- viii. Package selection and basis for selection
- ix. Nutrition Label\*\*\*

B. Process description/ Evaluation

- i. Process description and basis for selection
- ii. Process flow diagram
- iii. Hazard Analysis – Critical Control Points (HACCP)
- iv. Process limits
- v. Operating cost
- vi. Capital investment estimate
- vii. Patent status (apply, infringe, license)

C. Food safety/Regulations

- i. Food Safety evaluation with respect to formulations, functionality, and
- ii. processing
- iii. Legal implications of the product (ingredient labeling)
- iv. Hazard Analysis – Critical Control Points (HACCP)
- v. Good Manufacturing Processes (GMPs)
- vi. Home use - safety hazard?
- vii. State Regulations
- viii. Federal Regulations
- ix. FDA, USDA, OSHA, EPA, etc. regulations

\*\*\*NOTE: These are only suggestions. You may include other areas. Remember, thoroughness is important, but originality is highly encouraged! Be sure to cover all areas according to the allotted points on the next page.

1. References should be added at the end of the proposal.
2. The teams' anonymity is no longer required.
3. Written Proposal Evaluations 50 points total

Product Description	15 points
Originality	10 points
Process Description	10 points
Safety/Shelf Life	5 points
Profitability	5 points
Marketing	5 points

## **II. Opening Ceremony Voting**

A.) Finalists will give a ten (10) minute oral presentation, followed by a short Q&A by the judges, at the annual ASB Opening General Session that takes place on Monday, February 25th.

1. The whole team may be present on the stage during the ten minute presentation, but only one person will be allowed to speak during this time. Everyone can answer questions.
2. This time should be a balance between introducing your school, team members, and products.
3. This initial presentation will not be scored by the judges and will serve as an introduction for the teams and their products. However, audience members using the PDC application on their smart phones will be able to vote on the product and team that they believe to be the strongest.
4. The scoring will be based on the largest percentage of votes received. I.E. the team with the largest percentage of votes will receive 50 points, 2nd place will receive 40 points, 3rd place will receive 30 points, and 4th place will receive 20 points.

## **III. Oral Presentations**

A.) Finalists will present a ten (10) minute oral report followed by a ten (10) minute question/answer period during the ASB Annual Conference BakingTech. The conference is being held at the Hilton Chicago February 24 - February 26, 2019. This presentation will be given on Monday, February 25th in the afternoon.

1. A maximum of two (2) student team members. Additional team members may be present to answer questions.
2. A PowerPoint computer presentation is required utilizing a template provided by the Committee. The Competition Chair is responsible for bringing/acquiring a laptop computer for competition finals at the meeting. The Chair will provide finalists with details concerning the PowerPoint computer presentation (format, version, file size, etc.)
3. Expect questions from Judges.

Obviously this is not enough time to go over everything included in the written summary, so use the oral presentation as a way to succinctly sell your product's key attributes. It will be judged on quality, organization, communication, interest generated, and overall presentation skills.

## **Oral Presentation Evaluation 50 points**

### **IV. Poster Session Displays**

Finalists will also present their product development ideas in a poster session at the Annual Meeting.

1. The content rules for the written report also apply for the poster display.
2. An 8 ft. wide by 4ft. high (32 sq. ft. display area) poster board will be available for you to display your product information. The panels can be divided up however a team chooses as long as it fits the allotted poster space (4' high × 8' wide).
3. Judges will visit booths in a random order determined by the competition Chair. Judges may ask questions to any or all of the team members present during this time period.

Note: Product development teams are not allowed to provide food samples to the general public at the poster session, or at any time during the Annual Meeting. Teams are encouraged to have display samples.

The poster display will be graded on effectiveness of product presentation, neatness and organization. The poster presentation evaluations will be based on the quality of content, organization and ability to communicate, stimulate interest, and sell the product idea to your fellow bakers.

## **Poster Display Evaluation 50 points**

### **V. Product Sampling and 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 for tasting.

1. Twenty (20) minutes will be allotted for each team.
2. Creative presentation of the product is encouraged.
3. Be sure to provide enough product for all four (4) judges to sample.
4. Sample products should be brought to the Annual meeting fully prepared. Preparation space and/or ovens are not available. Freezer storage can be arranged.
5. Teams are solely responsible for their products (delivery, storage) at the Annual Meeting.

## **Product Sample Evaluation 50 Points**

## **Product Development Competition Checklist**

### ***Items to be completed for entry in PD competition:***

- Check ASB student member status for team. (It takes several weeks to complete the membership process, so begin early if not a current member.)
- Check preliminary proposal format
- Submit a preliminary proposal (PDF document) to [pdcc@asbe.org](mailto:pdcc@asbe.org) by email by November 13th at 11:59pm CST

### ***Items to be completed for PD competition finalist:***

- Check final written proposal format
- Submit a final written proposal (in .doc and converted to PDF document) to
- [pd@asbe.org](mailto:pd@asbe.org) by February 12th via Email.
- Prepare 10 minute oral presentation to be presented by only 2 student team members. Check oral presentation format
- Check product sampling guidelines
- Prepare poster for poster session at final competition

Failure to comply with any of the rules of the competition may result in penalization of teams, including disqualification at the discretion of the judges and the competition chair.

### **Judges**

1. Judges will be chosen from industry or academia, with practical product development experience.
2. Each judge will be asked to serve one term. Judges are not allowed to serve consecutive terms.
3. Judges are encouraged to evaluate products by point totals, not personal preferences.
4. Rule breaches should not automatically result in disqualification, but will be left to the judges to decide. Sponsor judges reserve the right to accept or reject the final decision. 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). No rule breaches reported after the scores have been finalized will be entertained.

### **Awards**

- 1<sup>st</sup> prize: \$2,000 scholarship for each team member
- 2<sup>nd</sup> prize: \$1,500 scholarship for each team member
- 3<sup>rd</sup> prize: \$1,000 scholarship for each team member
- 4<sup>th</sup> prize: \$500 scholarship for each team member

Winners will be announced at the ASB Tuesday Closing Session. Winners must be present to receive awards.