**The 2024 State FFA Food Science & Technology Product Scenario will be:**

 Category: Beverages

Platform: Frozen/Refrigerated

Market: Retail

 Each team will be provided with packaging materials, ingredients, and necessary ingredient information to develop, label and package a product. The team will have 60 minutes to

respond to the product development scenario, formulate, and create a product, calculate a nutritional label, develop the ingredient statement and information panel, and develop the

front or principal display panel to reflect the new product. The team will be responsible for understanding and using the following concepts to develop a presentation:

• Cost of goods sold

• Nutrition

• Target audience

• Quality control

• Marketing and sales

• Product

• Processing

• Packaging

• Food safety

• Formulation concepts

• Quality of presentation

Each team member will contribute to a 10-minute oral presentation to a panel of judges. No electronic media will be used in the presentation. Following the presentation, there will be a 10-minute question and answer period with the judges in which each team member is expected to contribute. All materials will be collected after the presentation.

Please contact CDE Co-chairs Adam Serfass [a\_serfass@conradweiser.org](mailto:a_serfass@conradweiser.org) and/or Jeremy Deysher [jdeysher@ovsdpa.org](mailto:jdeysher@ovsdpa.org) with questions.