



2023 SEIFT PRODUCT DEVELOPMENT COMPETITION

REGISTRATION FORM

SEIFT Theme: REgenerative, Sustainable, Emerging Technologies (RESET)

Product Development Competition Tag Line: “Sustainable Food, Sustainable Future.”

Each Team is required to fill out the registration form and submit via e-mail to Chair, Student Competition by **April 7th, 2023**. E-mail: abovellbenjamin@tuskegee.edu

PLEASE TYPE OR PRINT CLEARLY

Product Concept Title:

Educational Institution:

Address:

Team Name(s):

Team Member Email:

City:

State:

Zip:

1.

Team Leader’s Name:

2.

Team Leader’s Cell Phone:

3.

Team Leader’s Email:

4.

Team Leader’s Signature & Date:

5.

By submitting this entry and signing this entry form, team agrees to comply with all contest rules of the Southeastern IFT and warrants that the product concept submitted is their original work.

Registration forms must be received before or on **April 7th, 2023**. Any form received after that date will not be accepted. Designate a Team Lead to serve as the contact person and to receive the award on behalf of the Team. The maximum number of teams from each University is **two**.

Product Development Competition Tagline: “Sustainable Food, Sustainable Future”

The written product proposal (PDF) must be e-mailed to:

Chair, Product Development Committee

Adelia Bovell-Benjamin (abovellbenjamin@tuskegee.edu) by **April 10th, 2023**.

Winners will be announced at the Southeastern IFT Spring Meeting

SEIFT 2023 PRODUCT DEVELOPMENT COMPETITION

2022 SEIFT & HERSHEY'S Product Development Competition Rules

Registration Deadline: **April 7th, 2023**

ELIGIBILITY

- Entrants must be a student during the 2022-23 academic year at a 4-year accredited college with a declared major in food science or related major. Must be a student member of the Institute of Food Technologists and the Southeastern Section IFT. (Alabama A&M, Auburn, Clemson, Tuskegee, and the University of Georgia).
- All team members (consisting of all undergraduates or a mix of undergraduates and graduates) must attend the same university/school. Only one entry per team.
- **All Teams will be notified to give a 15-minute product presentation (10 minutes talk, 5 minutes questions) to jurors on **April 21st, 2023** at SEIFT Spring Meeting to be held at Alabama A&M University, Huntsville, Alabama.**
- Teams must designate a "Team Leader" to act and to receive any award on behalf of their Team.
- Professors and other outside sources may be consulted for reference, but not be a major contributor to the work.

How to Enter

Fill out entry form and email to:

abovellbenjamin@tuskegee.edu before or by **April 7th, 2023**

2023 SEIFT PULSE-BASED FOOD INNOVATION - PULSE...IFY! PULSE...IFY! PULSE...IFY!

Generally, alternative proteins (alt proteins) have potential as a response to sustainable diets (with low environmental impacts, which contribute to food and nutrition security, and to healthy life for present and future generations). Additionally, manufacturing alt proteins produce fewer greenhouse gases while using less land and water than animal proteins. Plant-based proteins are perhaps the most well-known and popular form of modern alt protein and have become very prevalent in the food industry driven by consumers' demand for an eco-friendly alternative to animal protein.

This year, Southeast IFT (SEIFT) challenges university students from the section to get creative **in producing novel food products featuring pulses** (peas, lentils, beans, chickpeas etc.) for incorporation into retail food and culinary inspired concepts and to make certain that pulses remain on the radar of the next generation of food product developers.

Students are challenged to develop innovative food products containing pulses or pulse ingredients. Pulses must be present as a key ingredient in the products developed. For a product to qualify, pulses must be in the top five ingredients by weight and must make up 5% of the total formulation by weight. The product should provide 20% of the recommended intake (daily value [DV]) for protein and 20 – 25% for dietary fiber.

WRITTEN PROPOSAL SPECIFICATIONS

Report is not to exceed 15 pages, excluding references and participant listing.

Font Type: Times New Roman 12 with line spacing: 1.5

The written proposal must include, but not limited to, the following components:

- Executive Summary
- Product Description
- Market Analysis, Cost & Competitive Assessment
- Ingredient List
- Formulation and Development Description
- Process Flow Diagram
- Nutrition Information (i.e., calories/serving) & nutrition label.
- Shelf Life and Food Safety Plan
- Sensory and/or Consumer Testing Plan
- Product Package (digital rendering is acceptable)
- Photos of Stages of Process & Final Product
- Challenges and Limitations
- References

Concept Sheet - must be TYPED in full (include full ingredient and nutritional statements) and sent in with your proposal. This sheet will be provided to the judges with a brief snapshot of your entire concept.

Executive Summary - Summarize the highlights of your report. Put emphasis on uniqueness and marketability. This summary is important as the final judging is based on this portion of your report and tasting of the product.

Prototype - Include photos of product - preferably digital (800x1200 pixels)

References - List references as endnotes on a separate page at the end of the report using Journal of Food Science citation style.

Judging Criteria

Scores will be given based on the proposals received.

Final Selection

The Teams will then be judged at the **Spring Meeting** using the points below:

Product Presentation Judging Criteria

New product presentation by team	100
Written proposal	100
Finalist (Total Points)	200

COMMUNICATION AND MARKETING

- All submissions may be used at the discretion of SEIFT, including but not limited to the communication and marketing of the Student Product Development Competition.

Judges will be evaluating the potential success of product entries in today's market, scalability, technical problem-solving skills, organization, teamwork, creativity, and scientific skills used in product development (boosting the nutritional profile and functionality of pulses).

Electronic version (PDF/Microsoft Word compatible) of your written proposal must be received no later than **April 10th, 2023**. Email: abovellbenjamin@tuskegee.edu

All judging decisions will be final.

* Originality requires that all concepts submitted have been kept confidential and have not been disclosed, discussed, or disseminated publicly. Winners will be determined by total points earned.

JUDGING EVALUATION

- Judges will have diversified backgrounds with heavy emphasis on new product development.
- All evaluations shall remain confidential. Judges' decisions are final in all matters relating to the competition.

ORAL PRESENTATION

• Teams will be asked to do an oral presentation that should not exceed 15 minutes. Following team presentations, judges will ask questions.

ASSIGNMENT OF RIGHTS

- Entry into the competition constitutes agreement by the participating Team members to the following conditions:
- Use of participant's name, likeness, images, and voice for purposes of advertisement and reports by SEIFT.

AWARD

- Monetary awards will be given.
- Winners will be announced at the SEIFT Spring Meeting April 21 - 22, 2023
- **The Team Leader must be present at the SEIFT Spring Meeting to receive the award.**
- Any award to a Team shall be divided among the team members listed on the entry form or final report.
- Taxes on awards are the sole responsibility of the winner(s).

Award Presentation

Winners will be announced at the SEIFT 2023 Spring Meeting (April 21-22, 2023) and posted on the Southeastern Section IFT website.

INTEGRITY

Integrity is expected of all participants throughout the entire competition. All reports will be put through plagiarism checking software. Teams found guilty of plagiarism will be significantly penalized (at the discretion of the judges and chair) or disqualified.

Registration forms received after April 7th, 2023, will not be accepted

Written proposals must be received by April 10th, 2023

DO YOUR HOMEWORK, GET CREATIVE, PULSE..IFY, WIN MONEY!

FREQUENTLY ASKED QUESTIONS

Q: Shall we put the executive summary and concept sheet within the same document of proposal, or shall we send them in separate documents?

A: In same document (included in your 15 pages, each on a separate page)

Q: Shall we send you the photo of our product separately (in forms such as JPG, GIF., etc.) or within the proposal?

Answer: Within the proposal

Q: How many judges will sample our products?

A: Please prepare samples for at least six judges

Q: How long should the presentation be? Do we need to prepare a PowerPoint for presentation?

A: All teams will be notified to give a 15-minute presentation to judges at the Alabama A&M, Huntsville on April 21-22, 2023.

Q: Do we get seed money?

A: The sum of up to \$100 will be available to all approved teams participating in the competition



1ST PLACE WINER - \$3,000.00