

Course Outline Form: Winter 2018

General Information

Course Code:

Food*4270/MGMT*4030

Course Title:

Food Product Development II

Course Description:

This course will complement the Food Product Development I course by further assisting students in gaining a comprehensive understanding of the principles and process of food product development. Students will use the food science and marketing theories obtained from the Food Product Development I course to put into practice and gain real life experience in the planning, conducting, and communicating results as a team while developing a pre-approved food product. At the end of the course, student will have produced a marketable food product and will be able to “sell” their product to potential retailers, brokers or distributors.

Credit Weight:

0.50

Academic Department (or campus):

Food Science/Marketing & Consumer Studies

Campus:

Guelph

Semester Offering:

Winter

Class Schedule and Location:

Lecture: THRN 1307 Tues/Thurs 1-2.20

Lab: FS129 Thurs 2.30-5.20 Fri 8.30-11.20

Instructor Information

Instructor Name: Lisa Duizer
Instructor Email: lduizer@uoguelph.ca
Instructor Phone and Extension: x 53410
Office location and office hours: FS235, office hours by appointment

Instructor Name: Juan Wang
Instructor Email: jwang25@uoguelph.ca
Instructor Phone and Extension: 58760
Office location and office hours: MINS202D, office hours by appointment

Product developer: Christina Marsigliese
Email: cmarsig@uoguelph.ca
Instructor Phone and Extension: 52372
Office location and office hours: FS231, office hours by appointment

Food industry mentor: Brian Jones
Email: brian.jones@bajgroupinc.com

GTA Information

GTA Name: Myra Siddiqi
GTA Email: msiddiqi@uoguelph.ca
GTA office location and office hours: By appointment

GTA Name: Natalie Ng
GTA Email: ngn@uoguelph.ca
GTA office location and office hours: By appointment

GTA Name: Caleb Sawh
GTA Email: csawh@uoguelph.ca
GTA office location and office hours: By appointment

Course Content

Specific Learning Outcomes:

Students in this course will continue working through the product development process that they began in Food*4260/MGMT*4020 during the fall semester. This course will prepare students for food product development positions in industry, government, academia or to create their own food business. In this course, students will continue working through the

product development process that they began in Food*4260/MGMT*4020 during the fall semester. At the end of this course, students will be able to:

1. Integrate knowledge gained through previous study in food chemistry, food processing, food microbiology and sensory evaluation in the development of a new food product.
2. Describe and apply consumer research theories in the development and the commercialization of new products.
3. Integrate appropriate aspects of food science and business management theory to the development of new food products from conceptualization to commercialization.
4. Deliver a commercially viable food product that has safety, quality and value build in and that is competitive in the actual target market.
5. Communicate effectively to a variety of stakeholder groups via both written and oral communications.
6. Assess consumer, market and business information as a way to promote innovation in FPD.
7. Identify and apply skills necessary to work in a team toward a common goal in a professional and academic manner.

Lecture Content:

Unit 1. Consumer driven Food Product Development. LO's 1,2,6,7

- Consumer testing in Food Product Development
- Understanding consumer expectations, attitudes and responses to new food products
- Using consumer research for food product development

Unit 2. Marketing attributes and commercialization of food products. LO's 2-6

- Shelf life studies and determination of best before dates
- Branding and label design
- Understanding consumer psychology behind food product packaging
- Understanding market, channel distributions and main Industry stakeholders
- Creating the Nutritional facts table and Ingredient Lists
- Costing and Pricing
- Deciding appropriate marketing strategies and tactics for new food products

Unit 3. Product formulation. LO's 3,4,5,7

- Integrating food chemistry, sensory science, food safety and processing concepts in the formulation of food products
- Culinology principles
- Prototyping and upscaling

Labs:

Although there are not always formal activities scheduled during the lab time, it is expected that you will conduct a group meeting during each lab. This is also the time that you might use for formulation trials, consumer testing, meetings with stakeholders, professors and TA's. Due to the dynamic and individual character of each project, each team will schedule their own activities to perform during lab time according to their own needs.

Seminars:

N/A

Course Assignments and Tests:

Assignments	Due Date	Learning outcomes	Mark (%)
Consumer testing plan	January 30	1,2,6	15% (group)
Cost Estimation	Feb 16	3	10% (group)
Consumer evaluation final report	March 2	1,2,6,7	20% (group)
Marketing strategy report	March 23	2-6	15% (group)
Final Showcase	March 29/ OR April 5 (dates to be confirmed)	1-7	20% (15% group, 5% individual)
Participation Lab/Class	No due date	1-7	5% (individual)
Personal Reflection	April 6	7	15% (individual)

Additional Notes (if required):

N/A

Final examination date and time:

There is no final examination for this course. There is a final presentation and report as outlined in the course assignments and tests table.

Final exam weighting:

There is no final examination for this course. There is a final presentation and report as outlined in the course assignments and tests table.

Course Resources

Required Texts:

This course uses a variety of materials and resources. One of your primary resources will be the course website (<http://courseline.uoguelph.ca>).

Recommended Texts:

Osterwalder, A and Pigneur, Y. 2010. Business model generation. Hoboken, NJ: Wiley
Beckley, J. 2007. Accelerating new food product design and development. Ames, Iowa: IFT Press. Available online through PRIMO and on hard copy HD9005 .A62 2007
Moskowitz, H. 2005. Concept research in food product design and development. Ames, Iowa: Blackwell Publishers. Available in the library at TX546 .M66.
Earle, M.D., Earle, R.L. and Anderson, A.M. 2001. Food product development. Boca Raton, FL: CRC Press. Available online through PRIMO.
Brody, Aaron L.; Lord, John B. 1949. Developing new food products for a changing marketplace. Boca Raton, FL: CRC Press. Available through the library HD9000.5 .D47 2007

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Lab Manual:

No lab manual needed

Other Resources:

A course guide with lots of resources can be found on the library website, under course guides/Food Product Development 1

<http://guides.lib.uoguelph.ca.subzero.lib.uoguelph.ca/FOOD4260>

Field Trips:

Field Trip to Zehrs Grocery Store, 297 Eramosa Road in Guelph to look at Store planogram, competition, marketing cues. A lecture will be offered in the same location. Transportation from and to the Food Science Department and a light meal will be provided.

Additional Costs:

You will have some expenses to get ingredients or supplies for formulation or consumer testing. These expenses will be reimbursed to you. Please request approval from the course professors if you are unsure that a particular expense will be reimbursed to you before you incur on the expense. You will need a lab coat to work on the pilot plant. You will need to provide that lab coat and its cost will not be reimbursed.

Course Policies

Grading Policies:

In this course much of your time will be spent in team interaction. This enables you to share ideas and to improve communication skills. Through interaction, you will discover for yourself the meaning of concepts, the subtleties inherent in everyday business situations, and the rationales for various solutions to managerial problems. To achieve effective interactions, we have three expectations:

- 1) **Attendance:** Because interaction is critical and also because your fellow group members will be relying on you for ideas, we expect you to attend every class. Valid reasons for absence include serious illness and family emergencies. Studying for exams and completing assignments are not valid reasons to miss class.
- 2) **Preparation:** You are expected to read assigned material in advance and to be fully prepared for class discussion. You need to read every assignment rubric before the lectures corresponding to that assignment. You may be called upon to begin the class and to contribute to discussion at any time. Unsupported opinion will not substitute for informed discussion. Class participation and lab work will be evaluated and will be measured by professors and TA's through class discussions and meetings and progress reports. Students are responsible to demonstrate their lab work/participation.
- 3) **Teamwork:** You will participate in teamwork during the term. The team should address team problems or conflict in a timely fashion. Course instructors and TAs are able to assist groups who experience problems. Each student will evaluate his/her teammates at the end of this semester and this information will be used to adjust group marks accordingly.

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Course Policy on Group Work:

At the beginning of the semester, each team decides how activities will be distributed within the team's group members. At the end of the semester, you will be evaluating each team member's performance based on their contribution to the completion of this project. This evaluation will be used in the calculation of the final grade. For instance, if you feel that your team member only contributed 50% of the time then they will receive 50% of the mark allocated to group based work. If you feel they contributed 100% then they will receive 100% of the mark allocated to group based work.

Course Policy regarding use of electronic devices and recording of lectures:

Electronic recording of classes is expressly forbidden without consent of the instructor. When recordings are permitted they are solely for the use of the authorized student and may not be reproduced, or transmitted to others, without the express written consent of the instructor.

University Policies

Academic Consideration:

The University of Guelph is committed to supporting students in their learning experiences and responding to their individual needs and is aware that a variety of situations or events beyond the student's control may affect academic performance. Support is provided to accommodate academic needs in the face of personal difficulties or unforeseen events in the form of Academic Consideration.

Information on regulations and procedures for Academic Consideration, Appeals and Petitions, including categories, grounds, timelines and appeals can be found in [Section VIII \(Undergraduate Degree Regulations and Procedures\) of the Undergraduate Calendar](#).

Academic Misconduct:

The University of Guelph is committed to upholding the highest standards of academic integrity and it is the responsibility of all members of the University community, faculty, staff, and students to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring.

University of Guelph students have the responsibility of abiding by the University's policy on academic misconduct regardless of their location of study; faculty, staff and students have the responsibility of supporting an environment that discourages misconduct. Students need to remain aware that instructors have access to and the right to use electronic and other means of detection. Please note: Whether or not a student intended to commit academic misconduct is not relevant for a finding of guilt. Hurried or careless submission of assignments does not excuse students from responsibility for verifying the academic integrity of their work before submitting it. Students who are in any doubt as to whether an action on their part could be construed as an academic offence should consult with a faculty member or faculty advisor.

Detailed information regarding the Academic Misconduct policy is available in [Section VIII \(Undergraduate Degree Regulations and Procedures\) of the Undergraduate Calendar](#).

Accessibility:

The University of Guelph is committed to creating a barrier-free environment. Providing services for students is a shared responsibility among students, faculty and administrators. This relationship is based on respect of individual rights, the dignity of the individual and the University community's shared commitment to an open and supportive learning environment. Students requiring service or accommodation, whether due to an identified, ongoing disability or a short-term disability should contact the Student Accessibility Services (SAS), formerly Centre for Students with Disabilities (CSD), as soon as possible.

For more information, contact SAS at 519-824-4120 ext. 56208 or email sas@uoguelph.ca or visit the [Student Accessibility Services website \(http://www.uoguelph.ca/csd/\)](http://www.uoguelph.ca/csd/).

Course Evaluation Information:

End of semester course and instructor evaluations provide students the opportunity to have their comments and opinions used as an important component in the Faculty Tenure and Promotion process, and as valuable feedback to help instructors enhance the quality of their teaching effectiveness and course delivery.

While many course evaluations are conducted in class others are now conducted online. Please refer to the [Course and Instructor Evaluation Website](#) for more information.

Drop period:

The drop period for single semester courses starts at the beginning of the add period and extends to the Fortieth (40th) class day of the current semester (the last date to drop a single semester courses without academic penalty) which is listed in [Section III \(Schedule of Dates\) of the Undergraduate Calendar](#).

The drop period for two semester courses starts at the beginning of the add period in the first semester and extends to the last day of the add period in the second semester.

Information about Dropping Courses can be found in [Section VIII \(Undergraduate Degree Regulations and Procedures\) of the Undergraduate Calendar](#).

Additional Course Information

This is a fourth year capstone course that aims to “Integrate knowledge gained through previous study in food chemistry, food processing, food microbiology and sensory evaluation in

the development of a new food product". Each student will be working in a team on a project that is different than other teams. Each project has its own needs and ways to complete, therefore activities needed to complete a project will differ from one team to the other. Since students are integrating knowledge acquired previously and most lecture content deals with how to integrate that previous knowledge, students are responsible to communicate with professors if they feel that they do not have enough information to complete their assignments within 48 hours of the completion of the corresponding lecture.