

2020 VERMONT PRODUCTS PITCH



FOCUS ON DAIRY

UVM College of Agriculture and Life Sciences Presents 2020 VERMONT DAIRY PRODUCTS PITCH

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The Vermont dairy industry continues to evolve as the number of dairy farms in the state decline, yet the number of cows in Vermont and milk produced is steady. These farms are critical to our working landscape and valued by both Vermonters and visitors to the state.

Vermont dairy products have been recognized worldwide, including cheeses from cows, goats, and sheep. There are many value-added specialty foods that use dairy as a primary ingredient, such as butter, cottage cheese, sour cream, yogurt, ice cream, and cream cheese. There are also innovative pet foods and other non-food products that use whey and other dairy ingredients. This competition challenges students to create the next innovative product using dairy as a primary ingredient. Teams will create recipes, as well as design packaging and labeling for a determined audience, such as aging Vermonters, children, families, athletes, visitors to Vermont, or college students.

STEP ONE will be to write a proposal. If the proposal is accepted, STEP TWO will be to design and produce the dairy product during the Spring 2020 semester, and compete on April 24, 2020.

PRIZES:

Student awarded cash prizes will receive a credit on their student financial account. Amount awarded will be divided by all team members listed on the competition agreement.

- a. TOP TEAM PRIZE: \$5000
- b. RUNNER UP \$3000
- c. THREE outstanding in class awards:
 - i. \$1000 prize to most innovative product
 - ii. \$1000 best presentation, packaging and labeling
 - iii. \$1000 best use of Vermont ingredients

WHO IS ELIGIBLE?

Participation is open to all UVM enrolled students, regardless of college or major. Undergraduate and graduate students are eligible. Individuals can participate, as well as teams up to THREE students.

RULES:

All proposed products **should contain no less than 25% of dairy ingredients**. Cow, sheep, and goat's milk or byproducts of the milk are eligible including but not limited to milk, cream, whey, butter, cheese, and yogurt, and ice cream.

Proposed products must be either a new recipe or formulation, OR substantially changing and adding value to an existing product. For example, creating a new flavor of an existing product type, creating a new packaging idea, a new method to consume and use dairy, inventing a household dairy-based product, or specialty item.

Proposals pitching new food products will develop the recipe with mentoring from UVM dining chefs and must be produced on campus. Teams producing non-food items will be referred to mentors in the industry.

Budget: Teams who submit proposals *that are accepted* will develop and produce their product during the Spring semester. Each competing team will be given a \$500 budget for expenses related to producing their dairy product. Expenses covered include ingredients, packaging such as jars, jugs, bags, boxes, etc., as well as labels. Each team will produce a standardized poster as well for display at the competition.

FALL 2019:

THREE workshops will be held during the fall semester to assist in presenting a proposal and providing information on labeling, product research suggestions, sourcing packaging, and much more. All teams are **STRONGLY SUGGESTED TO ATTEND**.

WORKSHOP DATES:

Workshops for teams will be held on October 16th, November 5th and November 20th in Morrill Hall, Room 10 from 5-7pm. Drop-in help hours are October 17th, November 6th and November 21st in Morrill Hall Conference Room 104 from 8-9am. Additional support by appointment is available.

DEADLINE FOR PROPOSAL SUBMISSION:

Each team will submit a proposal **NO LATER THAN FRIDAY, DECEMBER 13TH AT 4:00PM**. There will be no extensions or exceptions. Proposals can be emailed by 4pm to cfinleyw@uvm.edu. Or dropped off to Emma Lane, 106 Morrill Hall no later than 4pm.

ACCEPTED PROPOSALS:

- 10-15 proposals will be accepted to compete in the Vermont Dairy Products Pitch in April 2020. Teams with accepted proposals will be notified no later than January 3rd, 2020.

SPRING 2020 REQUIREMENTS:

- Attend approximately THREE workshops on labeling requirements, food safety, chef mentoring, etc.
- Meet deadlines for recipe development and participate in production with assigned UVM Dining chef mentor (ALL MEMBERS)
- Design and produce product packaging and labeling
- All members will participate in the judging competition.
- An approximate 5 hours a week is anticipated for this competition.

WHERE IS THE COMPETITION?

The Vermont Dairy Products Pitch will take place on Friday, April 24, Livak Room, Davis Center, 9am-1pm. All team members must be present and participate to win.

CRITERIA FOR JUDGING PROPOSALS:

- Innovativeness and creativity of product
- Innovativeness and creativity of packaging and labeling
- Use of Vermont dairy and other ingredients
- Commercial feasibility
- Product research evidenced by content of proposal
- Professionalism of display and presentation

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PROPOSAL

STUDENT CAPTAIN:

NET ID:

MAJOR/COLLEGE:

YEAR:

STUDENT:

NET ID:

MAJOR/COLLEGE:

YEAR:

STUDENT:

NET ID:

MAJOR/COLLEGE:

YEAR:

PROPOSAL GUIDELINES:

Please complete all sections of this proposal to be eligible for consideration:

1. Describe the dairy product you will pitch:
2. What dairy ingredients will be used in this product? (please note, you are not expected to have the recipe or final product determined at this point)
3. What percentage of the final product do you anticipate dairy ingredients will represent? Please describe.
4. If you are creating a new recipe or product, please indicate the ingredients or materials you anticipate needing for this product? (Teams developing food-based products will finalize the recipe with UVM Dining Chefs if the proposal is accepted.)
5. Please describe the demographic and behavioral characteristics of the target audience for your proposed dairy product? (For example, age, income, education, disposable income, geographic location, family size, hobbies, values, spending habits, trends, lifestyle, etc.)
6. Elaborate on how this product is unique in the marketplace. How is your recipe, packaging, or use of product different than the competition? Who is the competition? Why is your product fulfill a need for the target audience?
7. What packaging will you consider for your product? What attributes will be associated with your packaging? Recycled and environmentally-friendly? Ease of use? Convenience? Nostalgic or vintage? Unique shape, serving size, pairing?
8. Please provide a draft of your product label. This does not need to be a final version, but DOES need to include all of the required information to be a legal label to sell this product in Vermont.