
Workshop 1 – Health and Food Technology Assignment

Candidate D Evidence

**This section contains
candidate evidence – please store securely**

Q412

Insert your chosen assignment brief below.

A Farmers Market is to be held regularly in your area. Develop a baked product that includes local produce to sell at the market.

Section 1: Planning (20 marks)

1(a) Exploring the brief (4 marks)

You should:

- ◆ Identify two key issues from the brief (2 marks)
- ◆ Explain why each key issue is important to your brief (2 marks)

Key issue	Why is this issue important to your brief?
1. <i>The product must be a baked product.</i>	<i>I think that this is important because I will have to consider whether to make the product sweet or savoury based on what people like the best at the farmers market.</i>
2. <i>Suitable for a farmers market</i>	<i>I think this issue is important as I will have to produce something that can be easily transported – not something that will be damaged. I also have to consider the size of portions suitable for a farmers market.</i>

1(b) Research (10 marks)

For each key issue you have identified from the brief, you should now carry out research to find out information about the issue.

You must use a different research technique to find the information about each key issue.

Key issue	Research technique
1. <i>The product must be a baked product</i>	Internet Search
2. <i>Suitable for a farmers market</i>	Questionnaire

Present the information you have gathered from each investigation. You may use any suitable format. (8 marks)

The information from each investigation should:

- ♦ Identify the research technique you used
- ♦ Be summarised clearly
- ♦ Include the sources of your information

You must insert the information you have gathered from your research below.

Research Information			
<u>Investigation 1</u>			
Research Technique:	Internet search ~ to find out popular baked products (food) sold at a farmers market.		
Summary of Findings:	<u>Internet search of farmers market Ingredients</u>		
	<u>Common/Popular baked products sold at a farmers market</u>		
	<u>Local Produce Fruit and Veg</u>	<u>Local Produce Meat</u>	<u>Local Produce Dairy Products</u>
	Strawberries Raspberries Carrots Onions Peppers Potato Leek Garlic Chillies	Beef Chicken Lamb Pork Ostrich Wild Boar Venison Water Buffalo	Cheese Milk Free-range Eggs
	<u>Baked Products- Sweet</u>	<u>Baked Produce- Savoury</u>	
<ul style="list-style-type: none"> ○ Strawberry Tart ○ Fruit Crumble ○ Cheesecake ○ Cookies ○ Cupcakes ○ Pies ○ Biscuits ○ Jam ○ Honey ○ Brioche 	<ul style="list-style-type: none"> ○ Quiche ○ Pies ○ Tarts ○ Cheese Scones ○ Pasta ○ Bread ○ Rolls ○ Baguettes 		
Sources of Information:	http://www.edinburgh.org/see-do/food-drink/markets-stores http://www.edinburghfood.org/the-network/local-markets/ http://cakecentral.com/t/706811/selling-baked-goods-at-farmers-market http://www.courierpress.com/news/2013/jul/16/farmers-markets-also-source-of-baked-goods/		

Investigation 2		
Research Technique:	Questionnaire to _____ of pupils	
Summary of Findings:	1. If I were to make a savoury baked product, what vegetable filling would you choose?	Onion (2) Potato (4) Leek (1) Carrots (2) Turnip (0) Peas (1)
	2. If I were to make a sweet product, what fruit filling would you choose?	Pineapple (0) Strawberries (7) Raspberries (3) Blueberries (0) Peach (0) Plum (0) Apples (0)
	3. What type of meat would be your preferred choice to put in a baked product?	Haggis (0) Pork (0) Ostrich (0) Steak (0) Beef (1) Chicken (8) Water Buffalo (0) Wild Boar (0) Lamb (1)
	4. If you had the choice to pick a filling for a baked product, which would you choose?	Vegetables (1) Fruit (6) Meat (3)
	5. Would you prefer your baked product to be...?	Hot (9) Cold (1)
	6. Would you prefer your baked product to be...?	Sweet (10) Savoury (0)
	7. What size portion/of meal would you consider appropriate to be sold at a farmers market?	Small (2) Snack-Size (2) Medium (4) Large (2)
	8. What is your preferred sweet baked product?	Pies (0) Pastries (0) Scones (1) Cakes (6) Cookies (0) Biscuits (1) Tarts (1)
	9. What is your preferred savoury baked product?	Pies (2) Pastries (2) Scones (0) Bread (1) Pasta (1) Quiche (0) Tarts (4)
Sources of Information:	10 Pupils in _____	

1(b) continued

From the research you have carried out, you should present at least **three** ideas for your food product.

This should include:

- ♦ A brief description of each idea (1 mark)
- ♦ A brief comment of why you think each idea might be suitable for the brief (1 mark)

You must insert your food product ideas below.

Food Product Ideas	
Idea 1 :	Strawberry Tart
Description :	<i>This dish uses strawberry jam and strawberries on top of the pie.</i>
Comment on Suitability:	<ul style="list-style-type: none"> ○ <i>I have chosen to make a strawberry tart because in question nine; the most popular savoury baked product was a tart, there for I can adapt this and make a sweet tart as I know this will appeal to the consumers at the farmers market.</i> ○ <i>This product contains strawberries which have been identified in question two as the most popular fruit; this helps me as I now know it will sell well at the farmers market.</i>
Idea 2 :	Strawberry and Raspberry Muffins
Description :	<i>This dish uses strawberries and raspberries inside the muffin</i>
Comment on Suitability:	<ul style="list-style-type: none"> ○ <i>This dish is suitable because it is a sweet option which was identified in question six of the questionnaire as what the target market would prefer. This means that they would like it and buy it at the farmers market.</i> ○ <i>This dish is suitable because it contains fruits such as strawberries and raspberries. These were all identified as being popular fruits used in desserts which are sweet products so it will appeal to the target market.</i>

Idea 3 :	Fruit Pies with Strawberry Icing
Description:	<i>This dish uses various different types of fruits which can be produced locally. It can be developed to use any type of fruit</i>
Comment on Suitability:	<ul style="list-style-type: none">○ <i>This dish is suitable because it uses various different fruits which can be produced locally. The target market wanted this in a product therefore I know they will appeal to them. I have also used strawberries in the icing which has been identified in question two as the most popular fruit.</i>○ <i>Pies were the 2nd most popular savoury dish which has been identified in question 6 therefore I can adapt this to make it a sweet pie instead so that consumers will buy it at the farmers market.</i>

1(c) The product idea (6 marks)

From the ideas you generated in 1(b), choose **one** food product to develop.

Food product: Mini Fruit Pies

Explain why you have chosen this product from the range of ideas you gave (3 marks)

Reason 1

I have chosen to bake the mini fruit pies over a strawberry tart because they are easily transported and they are easy and light to carry around during the farmers market.

Reason 2

I chose my dish over strawberry and raspberry muffins as my pies contained more strawberries, which was the fruit that consumers preferred to be in included in my baked product for the farmers market from the questionnaire.

Q410

Reason 3

I chose to make mini fruit pies over a strawberry tart because they are small enough to eat whilst walking around the farmers market whereas the tart would have to be cut in to portions.

Q4/11

You should provide a recipe for the food product you are going to develop. This recipe should include the ingredients and method. (3 marks)

If you choose an existing recipe, you must make at least one substantial variation to either the ingredients or the method to make the product suit the issues in the brief. You must indicate the variation you have made.

You must insert your recipe information below.

Recipe Information

Recipe Name:

Fruit Pies with Strawberry Icing

Ingredients:

150g	graham cracker crumbs
50g	white sugar
6	tablespoons of melted butter
½	teaspoon of ground cinnamon
85g	cream cheese, softened
15ml	fresh lemon juice
½ tin	sweetened condensed milk
50g	strawberries and raspberries

Method:

1. Preheat oven to 375 degrees and line pan with 8 cupcake liners.
2. Mix graham cracker crumbs, melted butter, sugar, and cinnamon.
3. Divide mixture evenly between the eight cupcake liners and press firmly into the bottom and sides of each liner. Bake for 5-7 minutes or until golden brown. Let cool.
4. While crusts are cooling prepare the filling. Beat cream cheese until fluffy.
5. Add sweetened condensed milk, and mix thoroughly. Add lemon juice and vanilla and beat for a couple of minutes.
6. Pour mixture into cooled graham cracker crusts and place in the refrigerator to chill until serving. Chill at least 20 minutes.

Before serving top with raspberries and strawberries. You can serve the pies in the cupcake liners or remove the liners for a more elegant look

Changes from Original Recipe:

The mini fruit pies recipe contained a full can of condensed milk, which I adapted and only used half of it.

Section 2: The product (12 marks)

2(a) Information about the product (12 marks)

You should provide information about the food product you will make. Your information should be clearly presented and you may present your information in any suitable format.

You should provide information about two of the following:

- ◆ Labelling
- ◆ Advertising/marketing
- ◆ Packaging
- ◆ Cost
- ◆ Nutritional analysis

For each of these you should:

- ◆ Provide three pieces of information which are relevant to your brief and your product
- ◆ Explain why each is important to the brief and your product

You must insert your information about your product below.

Product Information	
Labelling information	Explanation of Importance to Brief & Product
<i>Ingredients List</i>	<p>➤ The ingredients list is important to put on my packaging for my fruit pies because it tells the consumer what ingredients can and have been used in the product so that they can check if they are allergic to anything in it.</p>
<i>Use by/best before date</i>	<p>➤ This is important to include on my packaging as the consumer has to know when the product can be eaten as ingredients in the product that I am selling at the farmers market could easily go off after a certain date</p>
<i>Storage Instructions</i>	<p>➤ The storage instructions are important they include on the packaging as you want to ensure the consumer gets the best quality product possible and so that when they buy it at the farmers market, they know what to do in terms of storage.</p>

Packaging information	Explanation of Importance to Brief & Product
1. Contents can be seen	➤ The packaging for my fruit pies have to be see-through so that the consumer is visually attracted to it and buys it at the farmers market.
2. Strong	➤ The packaging for my pies must be strong so that it can protect the soft base and topping of my product so that when it arrives at the farmers market, it is in good condition for the consumer when they buy it
3. Lightweight	➤ The product packaging must also be lightweight so that it easier for the customer who bought it, to carry about during the farmers market

Section 3: Product testing (10 marks)

You must now make your product so that you can use it as a basis for sensory testing and evaluation.

3(a) Sensory testing (10 marks)

Carry out sensory testing of the food product you have made.

You must:

- ◆ Identify an appropriate sensory test (1 mark)
- ◆ Identify at least three points of information you need to find out about the product from this test (3 marks)
- ◆ Record the results of your testing clearly and appropriately (4 marks)
- ◆ Provide at least two conclusions based on the results of testing (2 marks)

You may include a photograph of your food product, if you wish.

You must insert your sensory testing information below.

Sensory Testing Information

Sensory Test:	Rating Test
Information Required:	
1.	<i>Consumers opinion on the appearance of the product</i>
2.	<i>Consumers opinion on the texture of the product</i>
3.	<i>Consumers opinion of the taste of the product</i>
4.	<i>Consumers opinion on the smell of the product</i>

Q4/15

Results of Sensory Test

	1	2	3	4	5
Appearance				I	
Texture					
Taste					
Smell					

1 = poor 5 = excellent

Would you buy my product?

No	Possibly	Yes

Comments

- Too sweet
- Cheese was too strong
- Product needed more fruit
- Needed an easier container for a farmers market

Conclusions of Sensory Test

1	<p><i>O: The appearance of my dish was good</i></p> <p><i>F: 10/10 people rated the appearance of my dish either a 4 or a 5.</i></p> <p><i>C: Therefore I will not change the look of my dish as people will be attracted to it and buy it at the farmers market.</i></p>
2	<p><i>O: My baked product is quite sweet</i></p> <p><i>F: 4/10 people that rated my dish thought that it was too sweet</i></p> <p><i>C: The next time, I will use less sugar and condensed milk so that the consumer finds it less sweet and buys it at the farmers market</i></p>
3	<p><i>O: the texture of my product was quite liked by the consumers</i></p> <p><i>F: Out of 10, 5 people rated my products texture a 4/5.</i></p> <p><i>C: Therefore I will try to keep the texture of my product the same so that it is still liked by the consumers who would like to buy it at a farmers market.</i></p>

Section 4: Evaluation (8 marks)

4(a) Evaluation (8 marks)

Thinking about how suitable the food product was for the brief, evaluate the food product you have made.

To complete your evaluation, you must complete the following:

Evaluate the suitability of your food product for the brief based on the results of your research. (2 marks)

O: My product meets the needs of the consumers at the farmers market

F: My most popular fruit from the questionnaire was strawberries

C: I used strawberries as the main fruit so I know that it will appeal to consumers and sell well at the farmers market.

Evaluate the suitability of your food product for the brief based on the sensory testing you have undertaken. (2 marks)

O: My product meets the needs of the consumers at the farmers market.

F: 8/10 people said they would buy my product when it was sensory tested

C: Therefore I will make small adaptations e.g reduce the sweetener, but keep it roughly the same e.g keep the appearance the same, so I know that people at the farmers market will like it and buy it.

Describe any adaptations or improvements that might be required to improve your food product. If you think that no adaptations or improvements are required, you must give two reasons why this is the case. (2 marks)

- *From the sensory test, I found out that consumers thought my dish was too sweet. I will therefore add less sugar and condensed milk to my product next time I make my dish.*
- *I think that I could have more topping on my product so I will try to make more of it next time.*

Make a final conclusion about how well your food product met the issues in the brief overall. (2 marks)

O: I think my fruit pies met the needs of the brief as..

F: They would be easy to carry around a farmers market as they would be packaged in strong, lightweight packaging

C: So my product will sell well at the farmers market and it will make a profit.

FOR SQA USE ONLY

Health and Food Technology National 5 Assignment

Skills, knowledge and understanding	Marks Available	Marks Awarded
1 (a) Exploring the brief	4	
1 (b) Research	10	
1 (c) The product idea	6	
2 (a) Information about the product	12	
3 (a) Sensory testing	10	
4 (a) Evaluation	8	
Total	50	