
Workshop 1 – Health and Food Technology Assignment

Candidate A Evidence

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

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. The product must be suitable to sell at a Farmers Market.	<p>The product must be:</p> <ul style="list-style-type: none"> ❖ Easy to package for display at a Farmers Market. ❖ A regular shape so it is easy to transport to the Farmer Market by the stall holder. ❖ It must be a product that people want to buy. ❖ Low in carbon footprint since some of the produce is local this would appeal to "green" costumers.
2. It must be a baked product that includes some local produce.	<p>Because:</p> <ul style="list-style-type: none"> ❖ Product must obviously include local produce if not it can't be sold as "local". ❖ Item must be suitable for baking in an oven.

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. The product must be suitable to sell at a Farmers Market.	Internet research
2. It must be a baked product that includes some local produce.	Interview

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

Research 1

Key issue 1: The product must be suitable to sell at a farmer market.

Technique used: Internet research to find out what types of baked products are on sale at farmers markets throughout Scotland.

Internet research:

FARMERS MARKET

<u>PERTH</u>	<u>ABERDEEN</u>	<u>STIRLING</u>	<u>GLASGOW</u>	<u>KELSO</u>	<u>INVERNES</u> <u>S</u>	<u>EDINBURG</u> <u>H</u>
Peach & pistachio Cake	Fruit scones	Date and banana and walnut loaf	Pecan pie	Coconut, lime and blueberry slice	Soda breads	Pretzels
Gingerbread men	Chocolate chip Cookies	Cheese scones	Rhubarb and marzipan crumble cake	Apple slice muffins	Strawberry cream tarts	Lemon Tart
Coconut cocadas	Cinnamon swirls		Red velvet cake			Linzer tartlets
	Fruit loaves		Apple and cinnamon cake			Chocolate and orange tart
						Apricot tart

Conclusion:

Now that I know what different types of baked goods are sold at Farmer Markets I now know what kind of baked product would be popular. Not many products contain meat/ fish since they need to be stored in a fridge. Most of the good include fruits and most of them are tarts, cakes and loaves. I will consider this when developing my baked product that would be suitable to sell at a Farmers Market.

Sources: Scottish Farmer Markets

www.taste-ofscotland.com/farmersmarkets

www.scottishfarmersmarkets.co.uk

Research 2.

Key issue 2: It must be a baked product that includes some local produce.

Technique used: Interview the local farm shop owner to see what locally sourced produce they sell, that could be included in a baked product.

Interview: with Mrs [redacted] Farm Shop owner

Questions	Answers
What local dry ingredients do you sell?	Rye flour, self-rasing flour, wholemeal flour ([redacted] Mill), granulated sugar, porridge oats ([redacted] Organics)
What local fruits do you sell?	Brambles, strawberries, apples, raspberries ([redacted] Organics) When in season or frozen.
What local dairy products do you sell?	Milk, - semi-skimmed/whole milk, double cream, cheeses- ([redacted] Dairy [redacted]) Goats/Dunlop/Caboc/Isle of Mull Cheddar ([redacted] Highland Dairy)
What local meat products do you sell?	Beef ([redacted] Cattle Ranch), lamb, chicken, mutton, pork, venison, (Local Estates) venison- smoked/chorizo/pepperoni/ salami ([redacted] Game)
What local fish product do you sell?	Salmon-smoked ([redacted] Smokehouse)
What local vegetables to you sell?	Potatoes- Golden wonders/Kerr's pink/red Roasters, carrots, beetroot, salad leaves, parsnip, cabbage ([redacted] Organics) - when in season.
Where do you source your local produce?	[redacted] organics, [redacted] Game, [redacted] Cattle Ranch, [redacted] smokehouse, [redacted] Highland Dairy, [redacted] Dairies. [redacted] Cheddar, Local estates, [redacted] local farms e.g. [redacted]

Conclusion:

I will consider using some of their ingredients in my baked product to give it a local theme. Some would need special storage conditions if including in a product e.g. salmon quiche it would need to be stored in a fridge at a Farmers Market. Now that I know what a wide range of local produce they stock from fruit and veg, meats, dairy, dried goods. I will consider this when developing my baked product.

Sources: farm shop

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

Research

From my research I have selected five baked products to evaluate:

Cheese scones:

A scone with cheddar cheese mixed through and also on top to give texture and colour.

- ❖ The cheese scones include five ingredients that can be locally sourced: butter, milk, eggs, cheese, and flour.
- ❖ The cheese scones would be easy to make and transport to a farmers market.
- ❖ They can be made in large quantities, so would be suitable for a farmers market.
- ❖ Scones don't stay fresh for very long so they cannot be made too far in advance, this could be an issue for the stall holder.

Lemon tart:

A pastry base filled with a creamy, set lemon filling which is then baked.

- ❖ The lemon tart includes four ingredients that can be locally sourced: flour, butter, eggs, and milk.
- ❖ The lemon tart could be fragile to transport to a farmers market.
- ❖ The tart can be made into one big one or as small individual ones giving costumers a choice.
- ❖ The lemon tart doesn't have very long shelf life - so costumers would need to use it quickly.

Bramble tart:

A pastry base filled with brambles then topped with pastry which is then baked until golden brown.

- ❖ The bramble crumble include five locally sourced ingredients: butter, flour, eggs, milk, and brambles.
- ❖ It can be made into one large tart or small individual ones to suit customers demand.
- ❖ They can be easily made and transported to a farmers market.
- ❖ You can also change the fruits to e.g. strawberries, plums according to the seasons.
- ❖ The tart will be easy to display at the farmers market.

Strawberry cream tarts:

A pastry based filled with whipped cream and strawberries with a sticky strawberry sauce poured over the top.

- ❖ The tart included four locally sourced ingredients: butter, flour, eggs, strawberries
- ❖ It won't be easy to transport as you will need a cool place to store it because of the strawberries and cream e.g. refrigeration.
- ❖ It can be made in large quantities.
- ❖ It would take a lot of time to assemble for the stall holder.

Rhubarb, marzipan crumble cake:

A plain vanilla sponge with rhubarb throughout topped with a marzipan crumble and then baked.

- ❖ The cake includes five ingredients that can be locally sourced: eggs, butter, flour, milk,
- ❖ Rhubarb.
- ❖ It can only be made into one large one as it would be hard to sell individual portions.
- ❖ It would be easy to display for the stall holder.
- ❖ It wouldn't have a very long shelf life because of the rhubarb.

Conclusion:

I have chosen to make a Bramble Crumble Tart with a combination of a traditional tart but with a crumble topping because I have the skills to make it, it included six local ingredients: flour, butter, milk, eggs, brambles, and oats. It would be easy package, transport and display at a Farmers Market. It can be made with different fruits that are in season e.g. strawberries, peaches, plums and gooseberries. It can also be made into a large one or small individual ones which will suit different people's needs when shopping at a Farmers Market.

1(c) The product idea (6 marks)

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

Food product: Bramble Crumble Tart

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

Reason 1

Local produce included

- ❖ It contains six local ingredients: plain flour, butter, egg yolk, fresh brambles and porridge oats.
- ❖ It will have a low carbon foot print because 50% of the ingredients will be sourced locally. This would be a good selling point and appeal to "green" costumers

Reason 2

Baked product

- ❖ It is a baked product that's getting baked in an oven at 200°C.
- ❖ It is a baked product that can be easily sold and displayed at a farmers market.
- ❖ It can be made into one large tart or small individual tarts the baking time would be shorter for the smaller ones, this might save that stall holder some time.
- ❖ It does not need special storage conditions, just protecting from contamination.

Reason 3**Farmers Market**

- ❖ It is a traditional baked product with a twist to make it into something new and different.
- ❖ It would be easy to display since it will be baked in a foil tray and will have a flat base.
- ❖ It would be easy to package to prevent it getting contaminated.
- ❖ Needs no special storage conditions when on the stall.
- ❖ Can be made in advance for stall holder and needs no assemble on the day.
- ❖ Costumers could be offered an option of two sizes to buy depending on their individual circumstances.

P1/12

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

Bramble Crumble Tart

Ingredients:

Pastry:

320g plain flour - local

100g butter - local

1 lemon, zested

55g caster sugar

1 egg yolk, beaten - local

45ml milk - local

Filling:

200g fresh brambles - local

70g semolina

Topping:

225g plain flour - local

175g butter - local

55g Demerara sugar

75g porridge oats - local

30 ml Water approximately

Oven 200°C

Method:

For the pastry:

5. Rub in the butter into the flour until it looks like breadcrumbs.
6. Stir in the lemon zest and sugar.
7. Beat the egg yolk, then add it to the flour mix and mix together.
8. Add 5ml of milk, at a time, until it comes together to form a dough.
9. Roll out to 3-4mm thick then cut out with a circle cutter to line the tart cases/case. Rest in refrigerator.

For the filling,

1. Sprinkle 2.5ml - 5ml of semolina in the bottom of each tart.
2. Place 2-3 brambles in each of the tarts.

For the topping,

1. Rub together the butter and flour until it looks like breadcrumbs.
2. Mix in half of the demerara sugar and the porridge oats.
3. Add 5ml of water at a time and mix with a knife until it looks like crumbs.
4. Spoon the crumbs onto the tarts and sprinkle the other half of the demerara sugar and porridge oats.
5. Large - bake for 30minutes until golden brown
Small - bake for 15-20minutes until golden brown.

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

The Product :

Packaging:

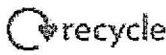
- ❖ To protect the product from becoming contaminated by bacteria in the air or from potential customer's hands.
- ❖ The packaging is see through so the customers can still see the product.
- ❖ Keeps it fresh.
- ❖ Protects it when transporting.
- ❖ Ready for the customer to buy.
- ❖ The foil container helps protect the product when - cooking, packaging, transporting, displaying.
- ❖ Individual packed products can be for a single person or it can be marketed as a luxury product and packaged accordingly.

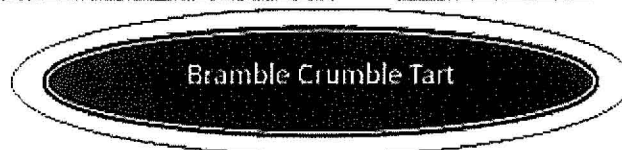
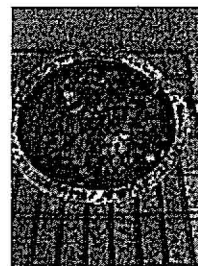
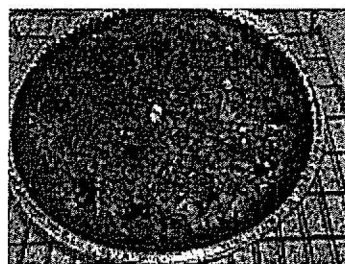
Labelling:

- ❖ Date mark gives customers a date when the product is safe to eat.
- ❖ So the customer knows what the product is since it will have a product name, description, ingredients list - listed according to weight.
- ❖ Saves time because costumers don't need to ask the stall holder what it is this is good on a busy market day - as it is clearly stated on label.
- ❖ If you don't know what is in the crumble just by looking at it, the label will tell you exactly what it contains.
- ❖ Makes it look more appealing to the buyers.
- ❖ Labelling gives storage condition so customers can safely store them to avoid food poisoning.
- ❖ Country of origin will be stated.
- ❖ The fact that local produce is included will be a point to advertise on the label.

P1/15

- ❖ The stall holder who made it must be clearly named, along with the contact details.
- ❖ Information on how to store/heat should be stated.

Bramble crumble tart		
Product description: Lemon pastry based filled with locally sourced sweet and zingy brambles topped with an gaty crumble which is then baked.	Product weight: Small tart – 289g e Large tart – 553g e	Use by: 29.03.2014
The bakes Unit 2 Ben Nevis estate Port William Scotland PH33 6AH Email: thebakes@gmail.co.uk www.thebakes.co.uk	Ingredients included: Plain flour Butter Lemon zest Caster sugar Egg yolk Milk Fresh brambles Sesquiline Demerara sugar Bourbon oats	Reheat instruction: Reheat in a pre-heated oven at 170°C for 15-20 minutes until hot to serve.
		Not suitable for: <ul style="list-style-type: none"> • Celiac • Lactose intolerant
How to store: Store in a refrigerator until the use by date Suitable for home freezing		Recycling: This product has a metal tray which can be recycled. It has a plastic top which covers the top with a paper base which can also be recycled.
Food of Scotland	Includes local produce	



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

Product testing

Sensory test

I have chosen to use a star profile.

I have chosen to use a star profile because:

- ❖ It is easy to understand at a glance.
- ❖ You can test a lot of different product attributes in the one test e.g. texture, taste, appearance etc.
- ❖ It is quick to use and fill out for the taster.
- ❖ They give a large range of detail about your product and highlight areas that that need improving.
- ❖ Easy to use by taster
- ❖ It allows for a large number of tasters to do the tasting at the same time, since the testing areas can be set up in advance with samples on individual paper plate's, samples all the same size and served at the same temperature.

P1/17

Point of information I will test for:

- ❖ Appearance - to see if it would look acceptable, therefore suitable to sell at a Farmers market.
- ❖ Taste - bland, sweet overall taste.
- ❖ Texture - crunchy, soft, dry.

Eight people tasted my bramble crumble tart.

Star Profile Results

Descriptors	Average s
-------------	--------------

Appearance	4.375
Taste	3.375
Crunchy	3.875
Bland	4.125
Golden	4.5
Soft	4
Dry	4.25
Sweet	3.375

Overall average 4

*See star summary profile below

From the evaluation I know that the weakest areas are taste crunchy and sweet

I need to improve the following because they scored under 4:

- ❖ Taste
- ❖ Crunchy
- ❖ Sweetness

Taste

I could add some cinnamon into the crumble topping or some other spices. I could add different local fruits to the filling e.g. Raspberries, apples and more sugar.

Crunchy

I could add more oats or demerara sugar to the topping or cook it for longer so the crumble topping goes crunchier but I would need to then lower the temperature because it would then burn the pastry base. By adding sugar to the topping this could improve the overall taste.

Sweetness

I could add more caster sugar in the filling or topping to make it sweeter. If I increase the sweetness it would improve the taste. The acidity of the fruit would dictate how much sugar was needed to make the brambles sweeter.

Any aspects that I got 4 and above, do not need changing:

- ❖ Appearance
- ❖ Bland
- ❖ Golden
- ❖ Soft
- ❖ Dry

Conclusion

I am happy with the evaluation that I got because I got 5 descriptors above 4. I only got 3 descriptors that were between 3-4 which is above the average. I think this makes my product acceptable which would be more suitable to sell at a Farmers Market, if I carried out the modifications to taste, crunch and sweetness.

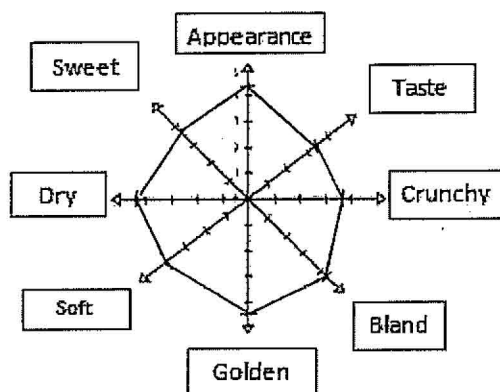
P1/19

Star Profile Evaluation

Gregor Mews

Product name:

Bramble Crumble Tart

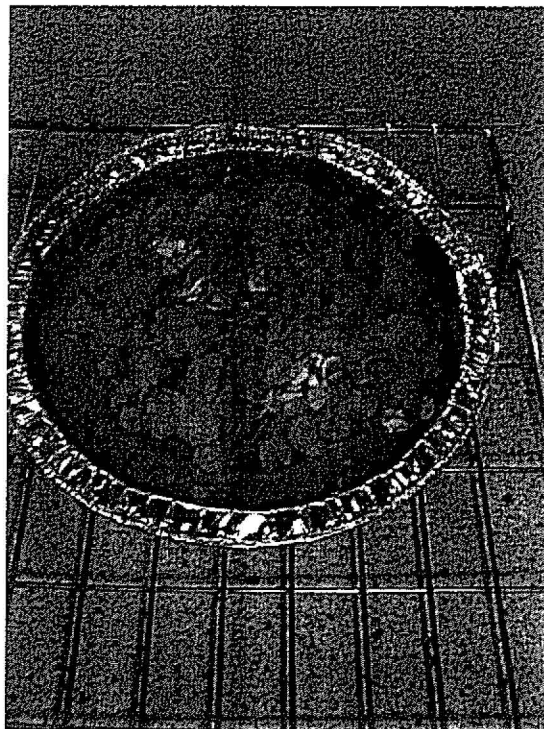
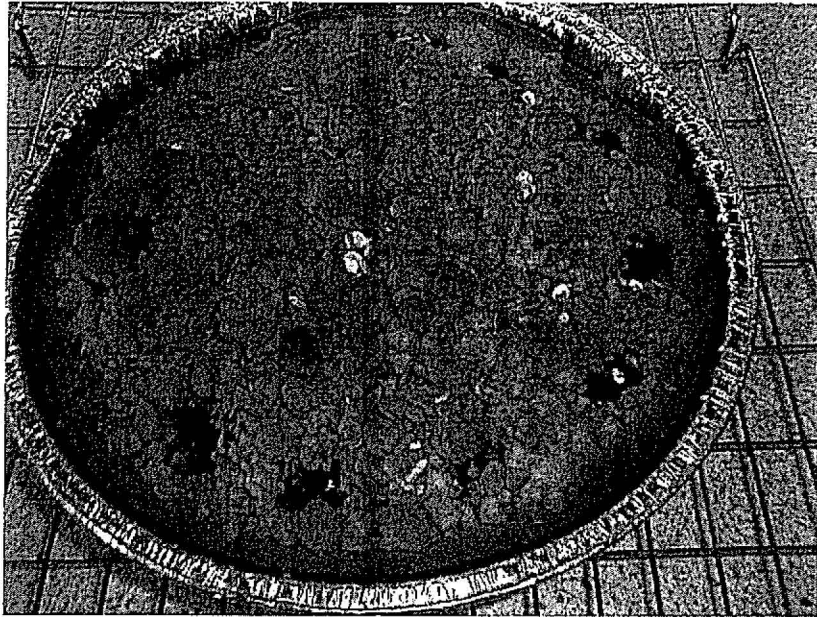


Key:

- 5 – like very much
- 4 – like a little
- 3 – Neither like or dislike
- 2 – Dislike slightly
- 1 – Dislike a lot

Comments:

P1/20



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)

I think the my product is suitable to sell at a Farmers Market because it:

- ❖ Is a baked product in my research I found that baked products are the most common product sold at farmer markets.
- ❖ It is made with locally sourced produce which I highlighted and I can used six

As a result my product meets the brief by using local produce in a baked product which is suitable to sell at a Farmers Market.

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

From the sensory testing I used. It shows I got an overall average of four. Which in a high score which tells me that's my product was a success, and would be suitable to sell at a Farmers Market if I carried out the alterations on the weaker descriptors - taste, crunch and sweetness

P1/22

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)

I could make 3 improvements to my product - taste, crunchy and sweetens showed in my sensory profiling as weak areas. To improve them I could add more sugar to make it sweeter, add more oats or demerara sugar to make it crunchier or add some cinnamon or other spices to add more flavour and improve the product. So it would be a success if sold at a Farmers Market.

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

I think that my product met the brief because it was suitable to sell at a farmers market as it was made to a high standard, looked good and it included a range of locally sourced produce which were baked e.g. plain flour, butter, brambles, eggs, porridge oats and milk. It included six. My product successfully meets the issues in the brief, so would be suitable to sell at a Farmers Market.

P1/23

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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	