



# MR. vegetables

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## Issue

Statistics say that in New Zealand, the amount of people that are overweight are increasing. Children, in particular, have been getting heavier because of the easy availability of junk food. Through our research, we identified that there is a gap in the market for vegetable snacks targeted at children. An unhealthy diet at a young age can result in this turning into a lifetime habit so we, with the help of vegetables.co.nz, are attempting to stop the problem early.

## Aim

To successfully develop a vegetable-based snack for a young age group that is a healthier alternative to other snack foods that they may be consuming. The product must be suitable for children who do not particularly enjoy eating vegetables, so our product is aimed to be not only nutritious but also tasty.

## Desirable Product Outcomes

- Convenient and able to be eaten on the go
- Healthy
- Appealing
- Flavourful
- Long storage life
- Commercially feasible for production

## Problems encountered

- Having incorrect ratios of vegetable to mash base. **Solution:** We overcame this by trialling multiple times until we got the correct ratio.
- Product not binding correctly. **Solution:** Our mentor recommended that we use navy bean powder as a binding agent, this was also for added nutrition.
- Having incorrect flavour profiles. **Solution:** Through market research and getting peers to evaluate we have refined out flavours.

## Method

- Researching current vegetable products. What they are, what is selling well, and popular vegetables right now
- Researching trends in the market and predicting future trends, especially relating to vegetable products.
- Identifying gaps in the market, and brainstorming possible product ideas.
- Sending out surveys to our target market for ideas and opinions, and getting them to evaluate products from our trials



- Trialling different shapes, flavours, crumbs, types of vegetables, and techniques to get the correct ratios, formulation and process.



- Designing our packaging and logo
- Formulating our final product

## Final Outcome

- A bite sized snack with a kumara base and corn inclusions with a cheesy center.
- Suitable as an afterschool snack for school students
- In a range of delicious flavours
- Versatile to cook, e.g. microwavable
- Free flow frozen for convenience



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