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Issue:

A recent interest in home cooking has seen growing demand for fresh foods and ingredients, placing great pressure on manufacturers and retailers. Young adults are increasing seeking high energy foods with lean protein and plenty of healthy attributes.

Aim:

To produce a convenient meat product to be sold on the market targeted at young adults living in flatting situations. It must be served in a disposable tray and is kept in the refrigerator, so it is easy to prepare and convenient. The product will have an appropriate serving suggestion for our market and should have a unique and fresh flavour, as well as contain lean protein and minimal preservatives. The product must be affordable to cater to our target.

Initial product attributes

- Fun, social, healthy and cost-effective
- Targeted at young adults in flatting situations
- Adds value to cheap products (taste and convenience foods)
- Retains superior colour, texture and flavour after cooking in the oven
- Includes a recipe suggestion using your product on packaging

Product Development

After conducting market research into meat products we decided to develop a pork product as pork is the most commonly consumed meat worldwide, yet statistically the pork section in supermarkets is smaller than other meats. We saw a gap in the market for a convenient pork product. We brainstormed

pork products and screened these concepts through sensory tasting and researching product suitability for our target market. Ideas included pork confit, skewers, meatballs and patties. Patties were the concept we finalised. After many trials we decided on a final formulation.

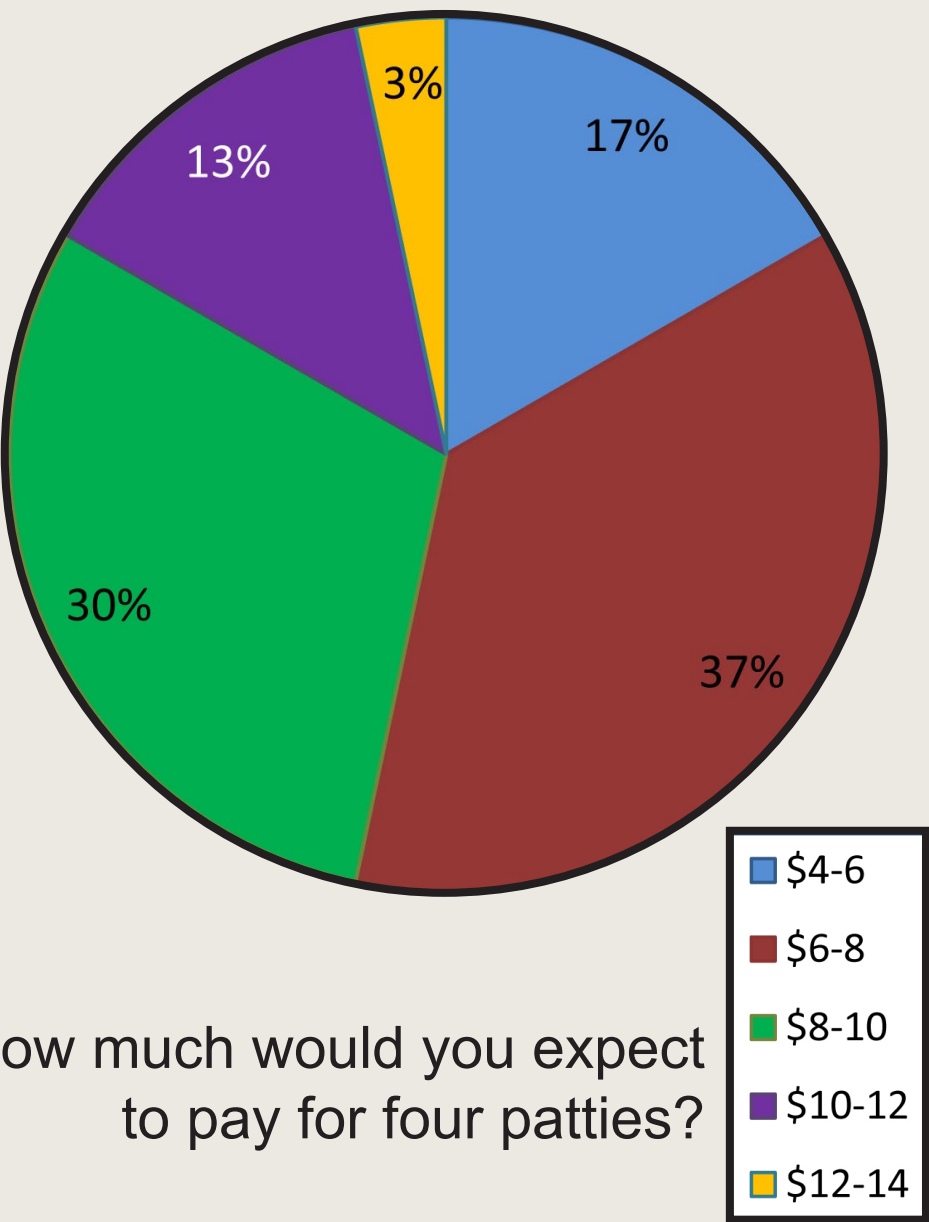
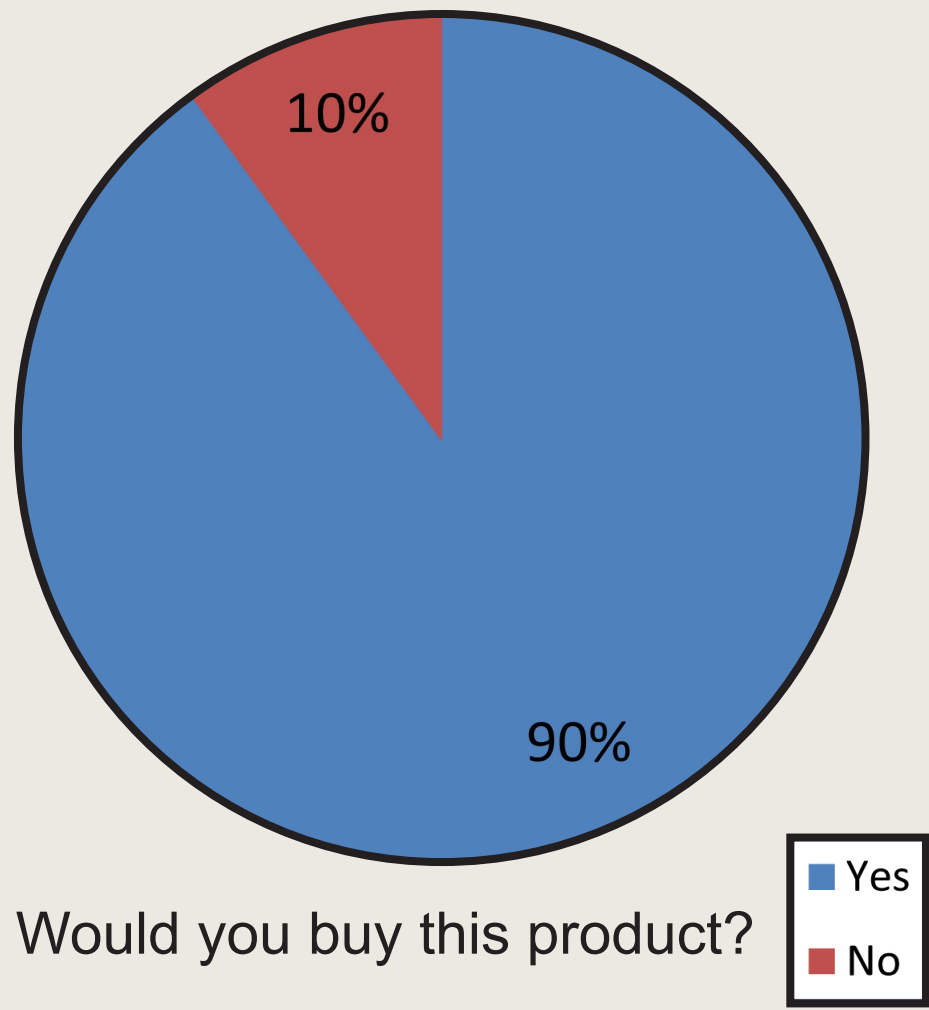
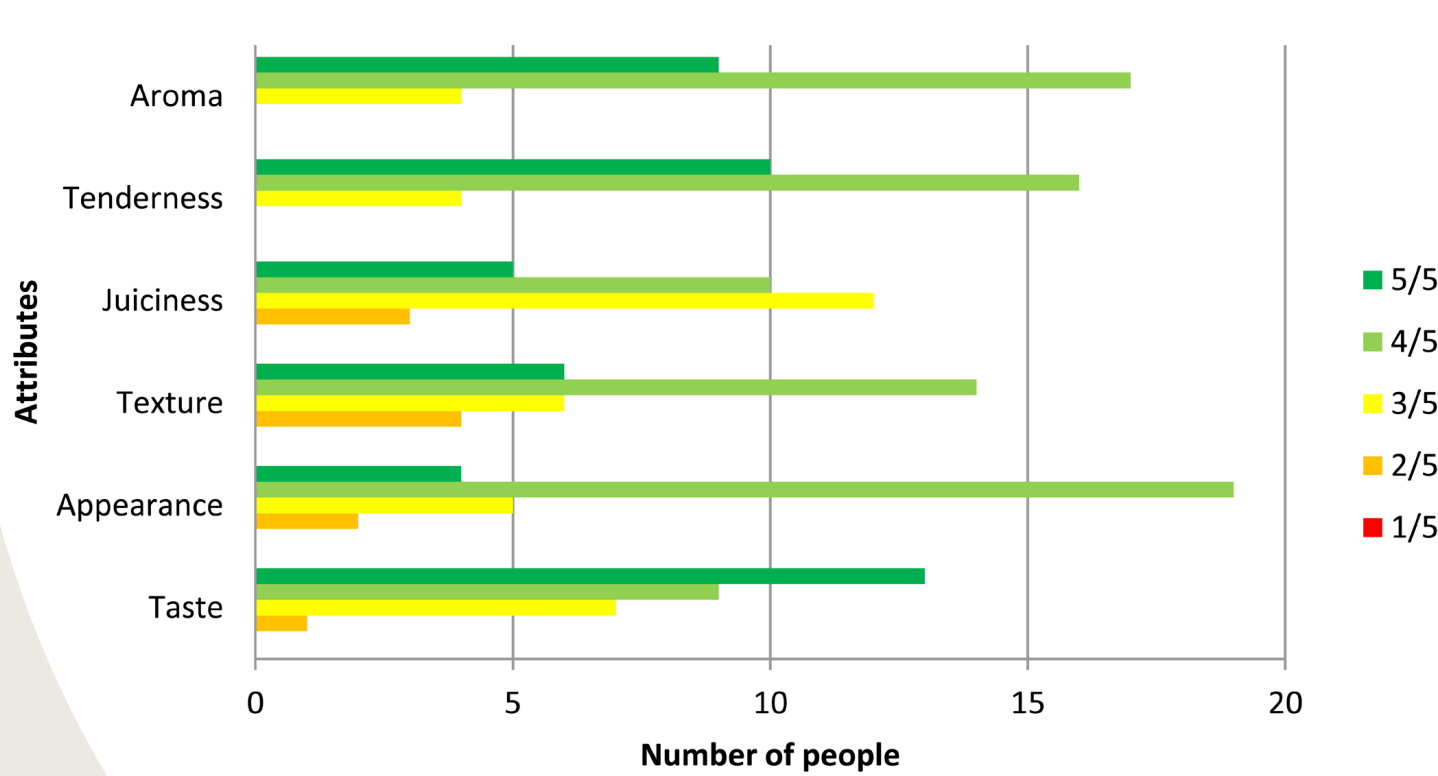
Final Product

Our final product is a BBQ pork patty, which can be cooked in its original packaging then served as a burger. Through development we modified the proportions of spices as some taste testers found the patty's flavours too overpowering. We added a few ingredients to make the patty look more 'barbequed' and red, such as paprika oleoresin. At our final sensory tasting session participants gave us their opinion of the taste, appearance, texture, aroma, juiciness and tenderness. The results showed that most of them would purchase our product but a recurring comment was "it's a bit dry" and that the "pork flavour wasn't strong enough". A miscalculation of the formulation led to this feedback and we have since rectified this.

Evaluation

As a group, we felt our product was successful. We met the brief and produced a high quality product –the sensory tasting event results reflect this with an average score of 4/5 for all attributes except juiciness (an average score of 3.5/5). We developed several skills during the project, including team building and time management, and also newly appreciated how preservative rich many meat products are. Given more time, we would have analysed in greater detail the shelf life of our product and potentially developed coleslaw to complement it.

What would you rate the following attributes?



Acknowledgements

We would like to thank the following:

- Abigayl Ayo (mentor, Kerry Ingredients)
- Jenny Dee (New Zealand Institute of Food Science and Technology (NZIFST))
- Jessie McKenzie (The Royal Society of New Zealand (CREST))
- Joanne Koy, (sponsor, AsureQuality)
- Renee King (Futureintech)
- Susanna Pattison (supervisor)
- The awesome participants who partook in sensory tasting events
- Teachers and students that helped us through our project

