Issue: Lack of nutritious healthy fast food has resulted in rise of diabetic and cardiovascular diseases

Aim: To develop an iron rich meat product that is nutritive, innovative, unprocessed and a perfect blend of Maori and Western culture


Problems encountered:
- Defining target market group
- Selecting form and packaging
- Desirable taste and texture
- Not to add too many ingredients to retain their taste
- Maintaining an acceptable shelf life
- Time constraints
- Getting perfect binding agent

METHOD:
- Undertook market research to identify existing product and market gap
- Researching different type of meat
- Conducted trials on the variety of Pattie formulation to determine attributes and characteristics to get perfect texture and nutrients
- Tested freezer and refrigeration shelf life
- Performed sensory evaluation
- Calculated nutritional information
- Produced final proto type of native Pattie

Final Product - We were successful in developing a healthy unprocessed native meat product without any artificial flavors. We received a positive response with regard to taste and flavor. Feedback from our surveys was used to produce the final product. Our product meets the specifications as it has the right amount of carbohydrate, protein, fibres & minerals. Suitable for every group

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