

# Native Pattie

Te Kura Maori O Nga Tapuwae



Taiawa Kotlowski –Conway Te Whaiti –Anahera Perry –Celeste Tahitahi

**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

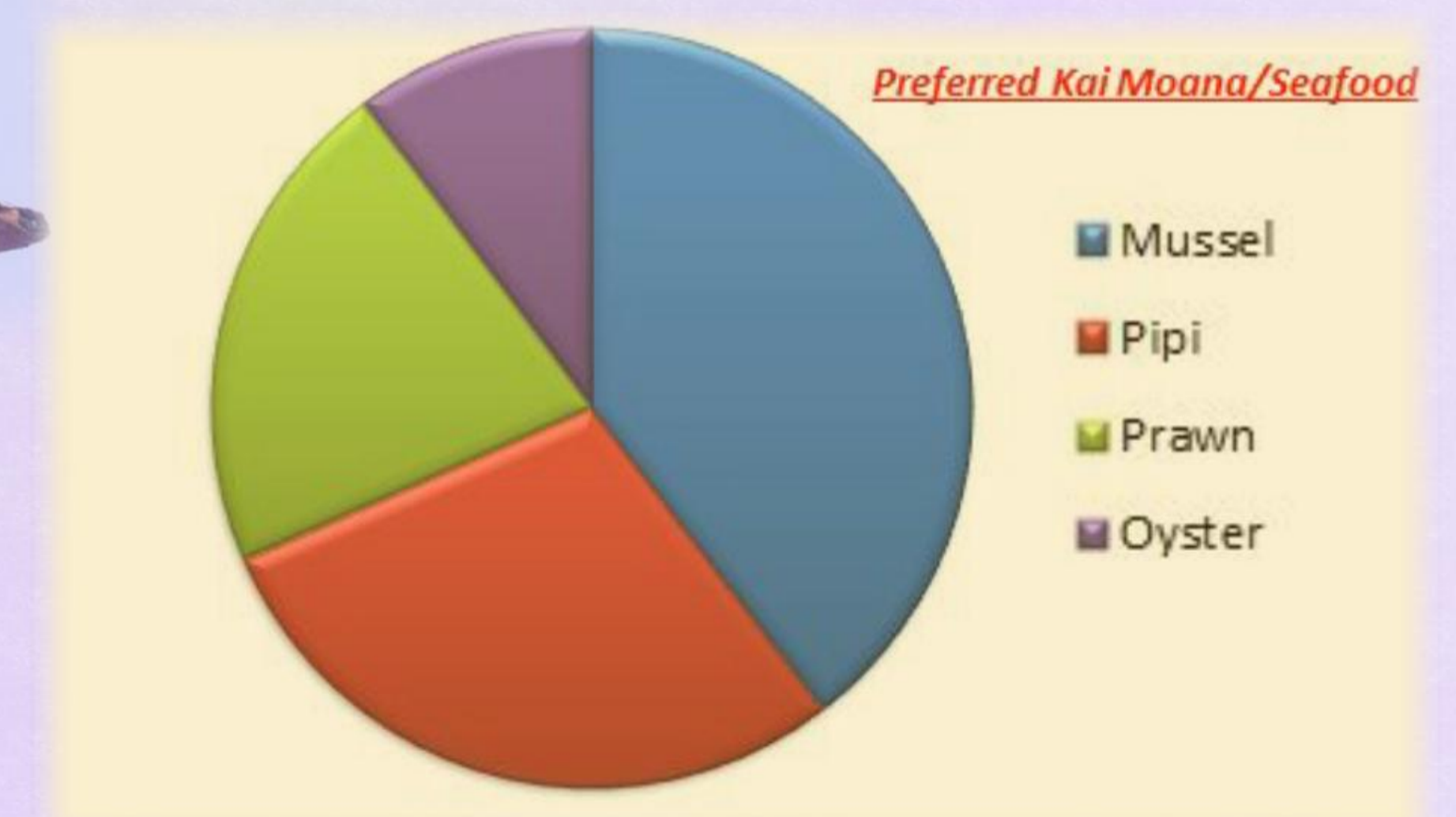
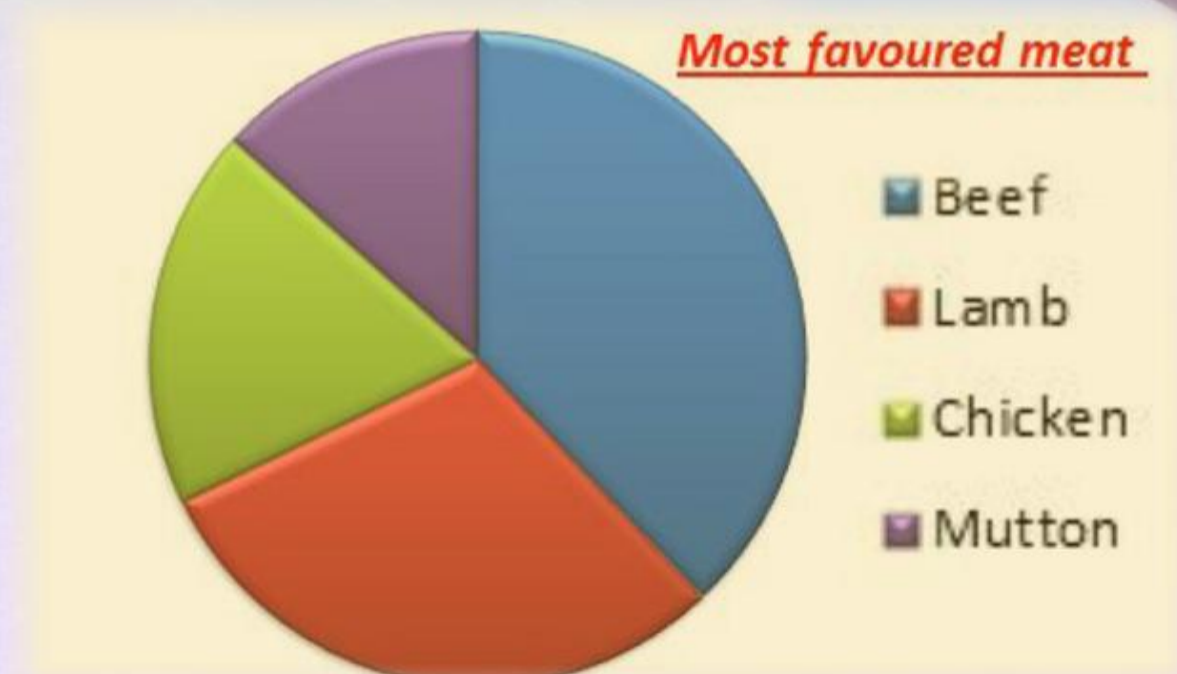
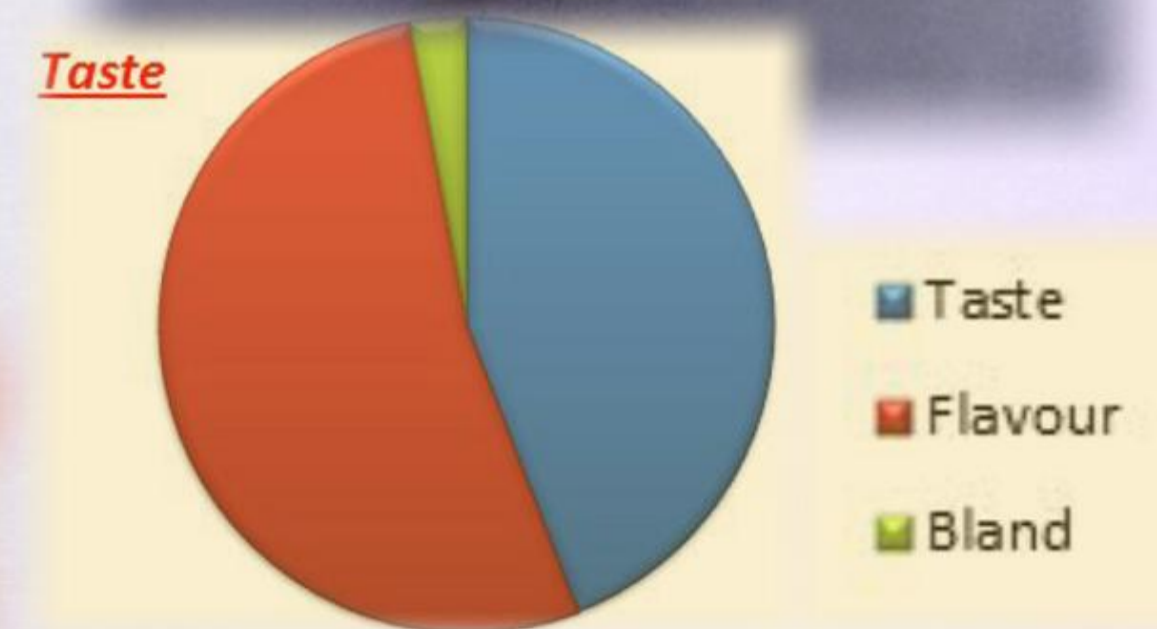
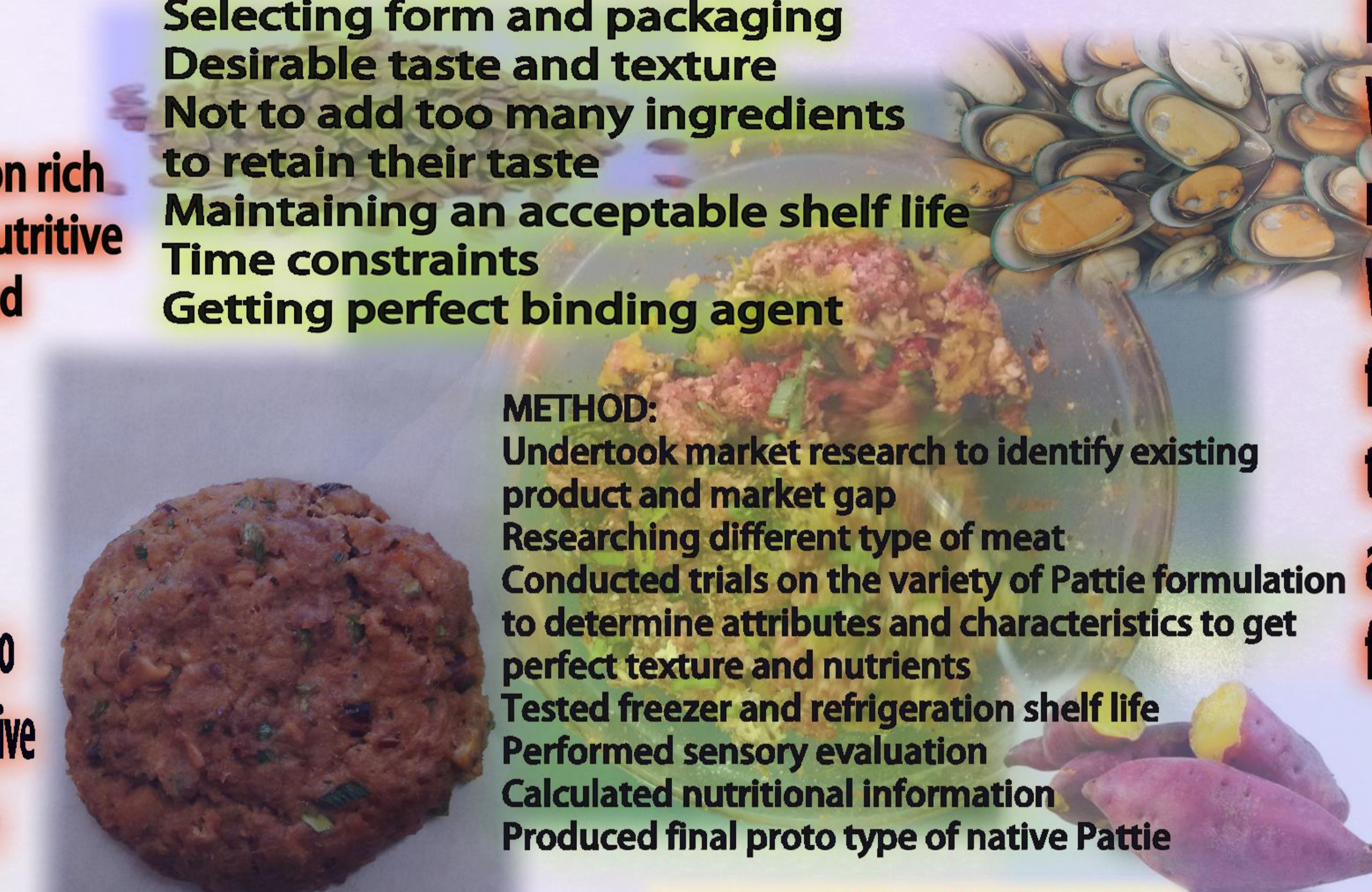
**Desirable product attributes:**  
Healthy affordable alternative to burger sold in supermarket. Native ingredients. Cultural experience Rich source of iron, fibre, carbohydrates, protein and vitamins. Suitable for every age group. See through packaging

**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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