

Name of your Beef Product: Hamburger Soup

Teacher's Name : Mrs. Lindsey

School Name : Mount Markham Middle School

Grade: 7th Grade

Teacher Contact Information:

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500 Fairground Road, West Winfield, New
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PRODUCT DESCRIPTION

Name of Beef - Focused Product or Recipe : Hamburger soup

Recipe : 1 lb lean ground beef , 1 onion, diced, 2 cloves garlic, minced, 2 medium potatoes , peeled and diced, 3 ½ cups beef broth, 1 can (28 oz) diced tomatoes with juice, 1 can of condensed tomato soup, 2 teaspoon Worcestershire sauce, 1 teaspoon italian seasoning, 1 bay leaf, salt and pepper to taste, 3 cups of mixed vegetables, fresh or frozen. **DIRECTIONS-**1. Brown onion, ground beef and garlic until no pink remains. Drain any fat left over. 2. Add potatoes , broth , tomatoes, tomato soup, Worcestershire sauce, seasoning and bay leaves. Simmer covered 10 minutes. 3. Stir in vegetables. Simmer 15 - 20 minutes or until potatoes are tender. Let cool and serve!
Yield only makes 8 servings.

LOCAL PRODUCT ACKNOWLEDGEMENT

Potatoes come from my grandfather's potato farm. The beef comes from Cairncrest Farm. The vegetables come from Squicki's Paris Hill Farm Market.



MARKET ANALYSIS

Family Size: 3 people

Social Status: contact people via email

Educational Background: joined FFA and beef industry

Our customers like fresh mild food. Nothing really spicy but just mild. They love fresh and local grown products.

The audience would like a low calorie meal. The cost of our product is \$15 per pound.

MARKET TESTING

I would go into walmart. The samples would be right in the entrance so people could walk by and get a taste. I think they would dislike the Worcester Sauce. I think they would like are fresh and locally grown vegetables.

COST ANALYSIS

Category	Cost
1lb ground beef	\$4.13
1 onion	.99
1 Cloves	.99
1 potato	.63
1 broth	2.99
1 totomas	1.96
1 totamas soup	1.48
1 bottle of worcestershire sauce	1.00
1 bay leaf	3.44
1 mixed vegetables	0.50

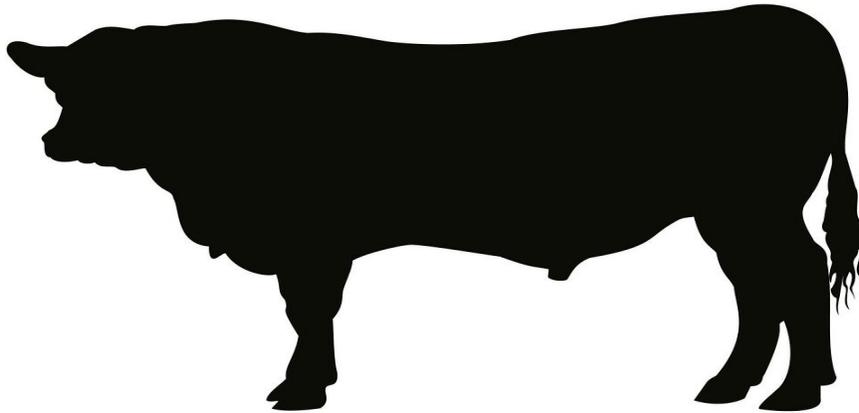
Shipping is free. The containers are plastic and circular; \$5 per container.

MARKETING PLAN

Environment- We are going to sell our fine Hamburger soup in an upscale restaurant with the finest chefs chosen by Gordon Ramsay.

Logo:

“The soup that likes to ‘meet’ people!”



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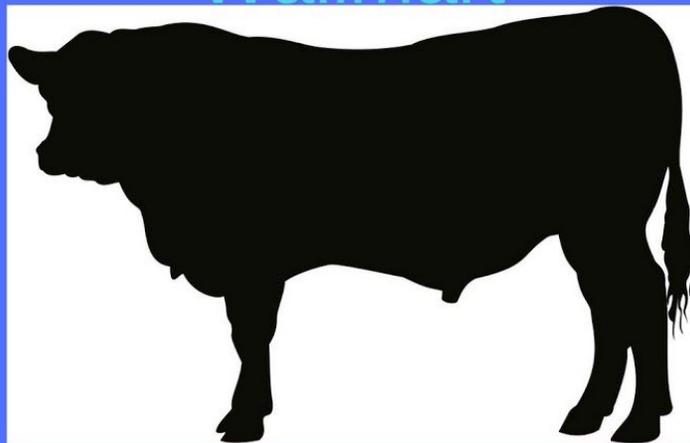
Flyer:

**Come down over to
Five Guys!**



TRY OUR HAMBURGER
SOUP THAT LIKES TO
"MEET" YOU

Free taste samples at
Walmart



Social Media (Twitter):

Home Notifications Messages # Discover Search Twitter Tweet

twitter

TWEETS 151 FOLLOWING 265 FOLLOWERS 118 FAVORITES 26 Edit profile

Tweets Tweets & replies Photos & videos

 Bob Jinx@badspelling.com
Yum! Thx 4 free tast samplz

 Lemmon@likeomehdog.com
LOL <3 teh mild taste between spice nd normol

 Jeff@Bomb.com
THATS THE BOMB.COM!

Kylee Burke
@adsforaddons.com
No haters please, try our Hamburger Soup at Five Guy, or free taste tests at Walmart!

PowerPoint Presentation is in an attached file.

BEEF NUTRITION

Zinc: Zinc is a nutrient that people need to stay healthy. Zinc is found in cells throughout the body. It helps the immune system fight off invading bacteria and viruses.

Iron: Iron is an important of hemoglobin the substance in red blood cells that carries oxygen from your lungs to transports it throughout your body.

Protein: Protein helps your muscle, and keeps your brain active and helps your muscles.

Identify the storage and safe food handling procedures which should accompany this food product: Put the meat in a refrigerated truck then dropped of at Five Guys and put in the freezer and cooked at 375 degrees.