



Product Name: Godzilla Jerky

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Grade: 8

Class Period or Team Name: 4th period

School Name: Remsen

School Address: 9733 Main St, Remsen, NY 13438

Teacher: Rayne Ives

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Beef Producer Partner (if applicable): Eric Horn, Remsen, NY

Product: Beef Jerky

Product description

Product name: Godzilla Jerky

Slogan: "Tearing up your taste buds!"

Product description: Old-fashioned nutritious on the go snack of protein, zinc & iron to help you build the strength of Godzilla!

Recipe

Recipe: 3 pounds beef eye of round, $\frac{3}{4}$ cup soy sauce, $\frac{1}{4}$ cup worcestershire sauce, 1 tablespoons dried oregano, 2 teaspoons ground black pepper, 1 $\frac{1}{2}$ teaspoons liquid smoke, 1 $\frac{1}{2}$ teaspoons garlic powder, 1 $\frac{1}{2}$ teaspoons ancho chile powder, 1 $\frac{1}{2}$ teaspoons smoked paprika. This recipe makes 3, 11 ounce packages.

Cut eye of round into 1/8th inch thick strips, mix ingredients to make marinade, let the strips soak in marinade for twelve hours, dehydrate the beef strips for 2-4 hours at 175 degrees fahrenheit, let the jerky cool in a refrigerated area.

<https://www.aspicyperspective.com/best-homemade-oven-beef-jerky/>

Due to our classroom being under construction, we were unable to create the product. Although, this is a recipe that a student has used and can confirm it is the best!

Storage & Handling

Food safety measures used:

- Make sure to wash hands thoroughly for 30 seconds or more.
- Use clean utensils and other equipment. Use knives carefully when cutting beef.
- Make sure to use a dehydrator that can maintain the correct temperature.
- Make sure marinade is refrigerated. Do not reuse marinade that has been touched with raw meat.
- Keep raw beef away from prepared foods. Clean cooking surfaces thoroughly after making the jerky with food-safe cleaning supplies.

Nutrition Check for Learning

Describe the importance of ZIP (zinc, iron, and protein) found in beef.

- Zinc helps our immune system. Our immune system is what fights off illnesses. Zinc also helps learning and memory, it helps treat the common cold, and it also helps aging from showing. It holds 5.5mg in 3 oz of beef, thats 36% of our daily value.
- Iron helps move oxygen through our body. Iron also helps to keep your nails fine and shiney and your hair glowing. Iron has 2.4mg in 3 oz of beef, thats 13% of our daily value.
- Protein is crucial for muscle growth. It also helps curb hunger which can help us keep a healthy weight. It also help build bones, muscle, skin, and blood. Protein has 22.3g in 3 oz of beef, thats 45% of our daily value.

How could you communicate the benefits of beef to your customers?

We would plan a community presentation to teach students and parents about the importance of beef in your diet. We would like to Invite a local beef producer & an athlete to speak about how they incorporate beef into their daily life. We will give out samples of our amazing Godzilla Jerky.

Where can your customers learn more about beef nutrition?

- Beef: It's What's for Dinner (<https://www.beefitswhatsfordinner.com/>)
- Ag in the classroom
- FFA members
- Label of the Godzilla Jerky
- Local Farmers

Market Analysis

Target Audience

Who is your ideal customer?

Our ideal customers are teenagers and high school students that play sports. High school teenagers want beef jerky because they go on school trips/after school club trips like ffa convention so they can have something to eat while on the bus or after the meetings at the convention or when a student takes a break during a game. That is why teenagers would buy beef jerky from us.

What is the audience's most influential factors when purchasing your beef product?

- Taste: flavoring and texture
- Price/value of quantity per package

What environment will customers have an opportunity to purchase your item? Describe:

- The school store/cafeteria
- FFA fundraiser
- Convenience store
- Local farmers markets

Cost Analysis

Use the below grid to determine the cost of ingredients:

Ingredients List	Measurement of each ingredient per item (oz/tsp/tbsp/cups)	Cost per measurement	Cost of each ingredient per product
Beef eye of round	3 lb	\$12.57	\$4.19
Soy Sauce	¼ cup (2 oz)	\$0.22	\$0.07
Worcestershire Sauce	¼ cup (2 oz)	\$0.22	\$0.07
Dried Oregano	1 tbsp	\$0.55	\$0.27
Ground black pepper	2 tsp	\$0.83	\$0.41
Liquid Smoke	1 ½ tsp	\$0.62	\$0.46
Garlic Powder	1 ½ tsp	\$0.28	\$0.09
Ancho Chile Powder	1 ½ tsp	\$0.12	\$0.04
Smoked Paprika	1 ½ tsp	\$0.26	\$0.09
Total Cost:			\$5.69

Describe the container used (you may use photos to describe your container): 11 ounce plastic pouches that have one clear side to show the contents and one silver side with product label.

Cost of the container: \$0.17 per 11 ounce bag (new total w/ container: \$5.86 per package)

What is your selected profit margin (in percentage): 53%

Determine the final cost per unit (ingredients + container cost + profit):

$$\mathbf{\$5.69 + \$0.17 + \$3.13 = \$8.99}$$

Marketing Plan

Marketing Campaign

Insert product label:



Insert advertising campaign with at least three elements (see submission guidelines if elements cannot be inserted below):

1. Advertise at sport games by getting a Godzilla costume and cheering for the home team, and have a booth set up by the door, selling types of meat.
2. Advertise on tv to list the ingredients in the meat and list the price.
3. Go to public events and advertise with a booth or have people walk around hand out flyers for product.



