

Product Name: Hot Pepper Surprise Beef Jerky

Students:

Mikayla Baker 9 th grade	John Bootes 9 th grade	Faith Cooley 9 th grade	Ethan DeCarlo 9 th grade	Avah Gladle 10 th grade
Gavin Holbrook 9 th grade	Madeline James 9 th grade	Lilly Johnson 9 th grade	Nolan Lee 9 th grade	Brendan Miller 9 th grade
Brenna Ross 9 th grade	Alexis Saxton 9 th grade	Amy Smithling 10 th grade	Connor Tomion 9 th grade	Alonzo Urruela-Lopez 11 th grade
Rylan Woodhams 11 th grade				

Grade: 9th – 11th

Class Period: 3rd

School Name: Marcus Whitman High School

School Address: 4100 Baldwin Road Rushville NY 14544

Teacher: Mary Coolbaugh

Teacher Contact Info: mcoolbaugh@mwcsd.org or (585) 554-4848 ext. 1503

Beef Producer Partner: Bedient Farms, Middlesex NY

Product

Product Description

Hot Pepper Surprise



Spicy and Feisty

- In this jerky you get a warm surprise in every bite.
- There is 4 oz. of natural beef in each bag.
- 90% lean 10% fat, making it a healthy choice.
- Grab some if you're in a rush, it's small and not messy making it easy to grab on the go!
- It's cheaper than other snacks and more filling!

Recipe

Ingredients:

- 1 lb. of Steak
- 1 tablespoon- Cajun
- ½ tablespoon- Chili Powder
- 2 tablespoons- Red Pepper
- 1 tablespoon- Black Pepper

Directions:

- Cut beef jerky into small thin strips.
- Place in a medium sized bowl.
- Mix the ingredients together with the beef jerky strips, let sit for 1 hour
- Place the strips in a dehydrator for 8 hours
- After 4 hours, rotate and flip the strips of jerky
- Take the jerky out of the dehydrator then enjoy your surprise!

Storage and Handling

Tips for safe handling: Wash hands thoroughly, use clean utensils and bowls, beef should be refrigerated while marinating, use a dehydrator that can maintain the correct temperature, wash and soak everything in a bleach solution after use.

Doesn't need to be refrigerated because there are no liquids. Recommended to cook to 160 before dehydration so that you don't have the risk of getting salmonella or E. coli. Beef jerky should be stored in an airtight bag. The shelf life of beef jerky is 1 to 2 years.

Nutrition Check for Learning

ZINC:

- Helps immune system fight off bacteria and viruses
- Body need zinc to develop properly
- Helps heal wounds
- Also makes necessary proteins for the body

IRON

- Iron is an important component of hemoglobin, the substance in red blood cells that carries oxygen from your lungs to transport it throughout your body
- If you don't have enough iron in your body you can't make enough healthy oxygen-carrying red blood cells.
- A shortage of iron in the blood can lead to a range of serious health problems, including iron deficiency and anemia

PROTEIN

- Protein builds and repairs tissue in the body
- Protein is used to make enzymes hormones and other body chemicals
- Important building block for bones and muscles

Websites for Nutrition of Beef:

<https://www.beefitswhatsfordinner.com/>

<https://nutritionfacts.org/topics/beef/>

Market Analysis

Target Audience

a.) Who is your ideal customer?

Our ideal customers are teens and young adults that like spicy foods and want a quick, convenient, protein filled snack. Student athletes who are looking for an after school snack filled with protein and is low in fat is our ideal customer.

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

The customers will buy our product because it has high protein and low calories. The beef used to make this product will be 90% lean. They will also buy it if they like spicy and tender jerky. This product will be made locally with no added fillers, just 100% beef.

c.) What environment will customers have an opportunity to purchase your item? Set the scene, and be descriptive so that the judges understand your environment

Our jerky will be located in the checkout lines in all local grocery stores and gas stations, along with in the school cafeteria during lunch and after school snack program. In our community we have many small grocery stores that we would like to start selling our product. These stores set up their candy and gum near the cash register for the "impulse buyers" or last minute grabs. These convenient stores will offer this product as a last minute snack to teens and young adults.

Cost Analysis

a.)

Ingredients List	Measurement of each ingredient per item (oz./tsp/tbsp./cups)	Cost per measurement	Cost of each ingredient per product
Cajun Seasoning	1 Tablespoon	\$6.07 (can make up to 6 bags)	\$1.01
Chili Powder	½ Tablespoon	\$3.25 (can make up to 6 bags)	\$0.75
Red Pepper Flakes	2 Tablespoons	\$4.25 (can make up to 13 bags)	\$0.71
Black Pepper	1 Tablespoon	\$15.46 (can make up to 16 bags)	\$0.97
Steak	½ pound	\$2.00	\$2.00
Packaging		\$0.40	\$0.40
		TOTAL COST	\$5.84

b.) Describe the container used:

Our container will be a heavy duty plastic with a Ziploc at the top to keep the jerky fresh. This container will help seal the product that will help with flavor, taste and texture.

c.) What is your selected profit margin (in percentage): 17%

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

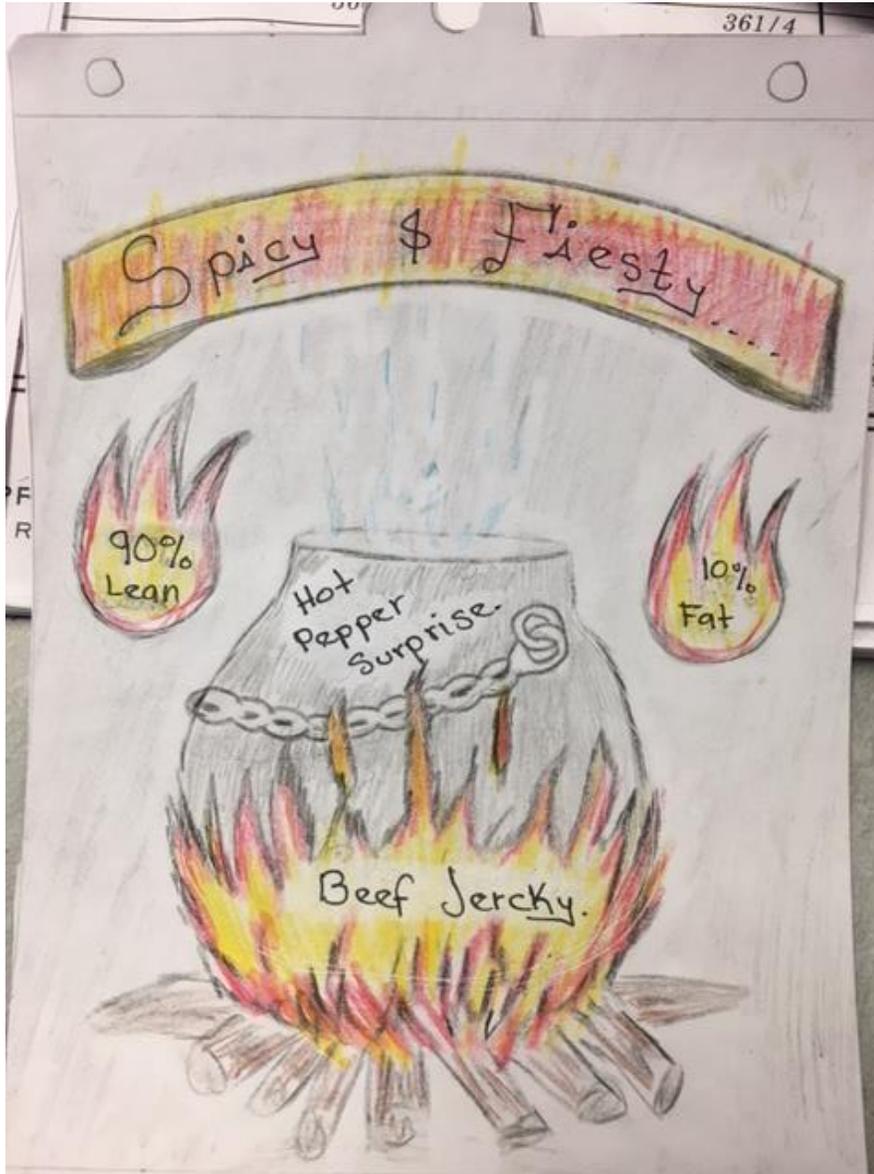
The final cost to produce this product is: \$5.84

If we sell the product for \$7.00 per bag we will be making \$1.16 as a profit

Final cost per unit = \$5.44 + \$0.40 + \$1.16 = \$7.00

Marketing Plan

Marketing Campaign



Hot Pepper
Surprise!

Spicy & Fiisty

1 lb. Steak

\$7.99



90% lean
10% fat
Cajun
chili powder
red pepper
Black pepper

\$7.93

Hot Pepper
Surprise
spicy & fiesty



Cajun
chili powder
red pepper
Black Pepper



90%
lean
10%
fat

Advertising campaign

1.) Advertisement for newspaper:



Available at your local grocery store and gas stations.

100% Beef

90% Fat Free

2.) Radio commercial: Hello. My name is Brendan Miller from the Intro to Agriculture class. I'm here to tell you about the "Hot Pepper Surprise" Jerky. It comes in a half pound bag. Purchase at your local grocery store and gas stations. Makes a great stocking stuffer, purchase while supplies lasts! Happy Holidays!

3.) Banner made for social media can be found here:

<https://share.bannersnack.com/bcn8o5mko/><https://share.bannersnack.com/bcn8o5mko/>