



Product Name: Truxton Academy's Beefy Burrito Bar

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Grade: 3rd Grade

Class Period or Team Name: Owls of Science

School Name: Truxton Academy Charter School

School Address: 6337 Academy Street Truxton, NY 13158

Teacher: Mrs. Jenny Hull

Teacher Contact Information: Email- jennifer.hull@truxtonacademy.org Phone-607-842-6252

Beef Producer Partner (if applicable): N/A

Product

Product description

Product name: Truxton Academy's Beefy Burrito Bar

Slogan: Beef! Are you hungry now?

Product description: Truxton Academy's Beefy Burrito Bar is a made to order burrito stand designed to be mobile and set up at local events, fairs, and festivals. It is meant to help students, staff and other community members raise money for the Truxton Academy Charter School.

Our beefy burrito bar provides the tasty nutrition of local sourced beef to our customers. It also allows customers to personalize their burrito with healthy options from our bar. These include ground beef, black beans, lettuce, shredded cheddar cheese, tomatoes, sour cream, and guacamole, all wrapped in a warm tortilla. It also gives us the opportunity to raise money for our school.

Recipe

Recipe:

Truxton Academy's Beefy Burrito Bar

Serving Truxton Academy Students on Tuesday, December 8, 2020

Number of students and staff eating: 50

| Ingredients | Amount needed |
|-------------------------|----------------------------|
| Ground beef | 10 pounds |
| Tortillas | 50 large tortillas |
| Black Beans | 10 8 ounce cans |
| Lettuce | 3 heads of iceberg lettuce |
| Shredded Cheddar Cheese | 60 ounces |
| Tomatoes | 5-8 tomatoes diced |
| Sour Cream | 3 16-ounce containers |
| Guacamole | 3 10-ounce containers |

Notes:

Prepare ground beef by

INSTRUCTIONS



1. **Heat the pan and coat with oil.** Heat the oil in a large skillet over medium-high heat. The oil helps prevent the ground beef from sticking and scorching in the pan, especially if you are using a stainless steel skillet. Use a little extra oil if you're cooking lean beef. You can omit this step if you want to avoid the extra fat, but pay close attention to the meat during the first few minutes of cooking to ensure it doesn't burn.
2. **Add the meat to the hot pan and break into large pieces.** Add the meat to the center of the hot pan. Use a stiff spatula to break the meat into a few large pieces. Let the meat brown without moving it for 4 to 5 minutes.
3. **Break meat into smaller pieces, season, and brown.** Break the ground beef into smaller and smaller pieces with your spatula. Sprinkle with salt and any spices you are using. Do not stir continuously, instead let it cook for a minute between each stir to let the moisture evaporate and allow the meat to brown.
4. **Finish browning.** The beef has finished when it is evenly browned and shows no signs of pink. Break open a few of the larger crumbles to make sure that it has browned all the way through.

Prepare black beans by: heat black beans in a pan until warm.

Prepare tortillas by: warming in the oven or warming pan at 200 degrees until time to serve

Storage & Handling

Food safety measures used: Keep warm foods in a warming dish or in the oven until served. Keep vegetables, guacamole, cheese and sour cream on serving dishes set in ice to keep cool.

Nutrition Check for Learning

Describe the importance of ZIP (zinc, iron, and protein) found in beef.
Zinc, Iron and Protein help your body and mind stay strong and healthy.
How could you communicate the benefits of beef to your customers?
Our commercial tells about the benefits of Zinc, Iron, and Protein.
Where can your customers learn more about beef nutrition?

<https://www.nutrition.gov/topics/nutrition-age/children>

Market Analysis

Target Audience

Who is your ideal customer? A visitor at a local festival or fair. All ages.

What are the audience's most influential factors when purchasing your beef product? It's made to order so it's just the way they like the burrito. Burritos are easy to hold and walk around with while a person eats.

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



Customers will have the opportunity to purchase Truxton Academy burritos at local festivals and fairs, at our Burrito Bar Booth.

Marketing Plan

Marketing Campaign

Insert advertising campaign with *at least* three elements for the high school division and *at least* two elements for the middle school division (see submission guidelines if elements can't be inserted):

Radio Commercial

T-Shirt Design

Both are attached to email.

