

# High School Submission Form

## Introduction

Name and Grade of Students:Lorelei Frederick(12), Sadiyah Abdur-Rashid(12), Yazmin Goodrich (11), David St. George (12), Michael White (10)

Product Name: Valley Style Mongolian Beef

School Name:Schoharie High School

Teacher Name:Taylor Bogardus

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## Product

### Product Description



*Valley Style Mongolian Beef is a blend of shaved steak and roasted vegetables atop a bed of rice with a bold & sweet drizzled glaze. Ditch the homemade lunch and enjoy an international culinary experience in the cafeteria featuring local, delicious, high protein beef with a tantalizing mix of locally roasted spices from the Schoharie Valley.*

[National School Breakfast and Lunch Program](#)

### Slogan

*International flavor with a Schoharie Valley twist, made for students, by students.*

### Recipe

#### Ingredients for 24 Servings

- 6 Pounds of Shaved Steak
- 12 cups of Broccoli
- 12 cups of pepper/onion blend
- 6 cups of sliced carrots

- .5 cup corn starch
- .5 cup vegetable oil
- 2 tablespoons *Rockerbox Spice Co.* garlic pepper blend
- 24 oz whole brown rice
- Sauce:
  - 6 tablespoons *Rockerbox Spice Co.* Roasted Flaked Garlic
  - 1 ½ cups of low sodium soy sauce
  - 1 ½ cups of brown sugar
  - 1 cup water
  - 4 teaspoons of crushed red pepper
  - 1 teaspoon of ground ginger

### Procedure:

Include the final recipe in your submission, including all ingredients, measurements, and the procedures for preparing your food product.

1. Preheat the oven to 400 degrees.
2. In a large bowl, toss the shaved steak with cornstarch & garlic pepper until evenly coated.
3. On a large sheet pan, toss broccoli, peppers and onions blend and carrots together, then drizzle with vegetable oil, salt and pepper.
4. Add the coated beef on top of vegetables.
5. Place in the preheated oven for 30 mins.
6. Boil 6 cups of water in a large saucepan over medium heat. Once boiling, add rice, stir well and then lower heat to a simmer, cover and cook until all of the liquid is absorbed, approximately 18-20 minutes.
7. While the beef & vegetables roast, mix together garlic, soy sauce, water, brown sugar, red pepper and ginger in a medium sized bowl.
8. Remove the beef & vegetables from the oven after 30 minutes, drizzle the sauce evenly over the beef and vegetables, place back in the oven for 5-10 minutes or until finished roasting and the sauce has caramelized slightly.
9. Fluff rice with a large fork. Scoop rice onto a tray and spoon the beef/vegetable mixture atop the rice. Serve with a fresh, local apple as a side. Enjoy!

### Storage & Handling

Identify the storage and safe food handling procedures which should accompany this meal.

<https://www.beefitswhatsfordinner.com/newsroom/beef-safety-at-home>

#### Storing Beef:

- Refrigerate or freeze beef as soon as possible after purchasing.
- Ground beef can safely be stored in the refrigerator for one to two days before cooking or freezing. Once in the freezer, ground beef can be stored for three to four months before quality is impacted.
- Steaks and roasts can safely be stored in the refrigerator for three to five days before cooking or freezing. Once in the freezer, steaks and roasts can be stored for four to 12 months before quality is impacted.
- If you plan on freezing, repackage your beef into the right-size portion for upcoming meals.
- For longer storage, remove beef from original packaging and place into freezer bags or similar air-tight packaging to remove as much air as possible.



### Defrosting:

- Defrost beef in the refrigerator, never at room temperature.
- Account for 12 to 24 hours to defrost ground beef and steaks.
- Use a plate or tray to catch any juices.

### Handling:

- Wash hands well in hot, soapy water before and after handling raw meat and other fresh foods.
- Keep raw meat and juices away from other foods.
- Wash all utensils, cutting surfaces and counters after contact with raw meat.

### Preparing:

- Always use a meat thermometer.
- Ground beef should be cooked to an internal temperature of 160°F.
- Steaks and roasts should be cooked to an internal temperature of 145°F.
- Don't forget to refrigerate leftovers within two hours after cooking.

### Nutrition

Nutrition Facts	
Servings: 24	
Amount per serving	
<b>Calories</b>	<b>502</b>
	<b>% Daily Value*</b>
<b>Total Fat</b> 13.8g	<b>18%</b>
Saturated Fat 4g	<b>20%</b>
<b>Cholesterol</b> 70mg	<b>23%</b>
<b>Sodium</b> 696mg	<b>30%</b>
<b>Total Carbohydrate</b> 71.7g	<b>26%</b>
Dietary Fiber 9g	<b>32%</b>
Total Sugars 35.9g	
<b>Protein</b> 28.5g	
Vitamin D 0mcg	0%
Calcium 66mg	5%
Iron 5mg	30%
Potassium 598mg	13%

*\*The % Daily Value (DV) tells you how much a nutrient in a food serving contributes to a daily diet. [2,000 calorie a day](#) is used for general nutrition advice.*

Recipe analyzed by **verywell**



## **Market Analysis**

### **Target Audience**

The meal has been designed to serve 6th -12th grade students. The meal has been designed by Schoharie's Agribusiness class for a school meal at lunch time (periods 4-7). The meal will consist of shaved steak, roasted vegetables, and a side of rice. Our meal is unique, as it was designed by students and is being produced and served at a school. There will be flyers, social media advertisements and public address announcements made by the agribusiness students to market the meal to students and encourage them to ditch their homemade lunch that day and order school lunch. The benefit of this meal over a traditional school lunch is that it was designed and created by students, which is unlike most of the meal choices at school. The agribusiness students will be helping in the preparation and cooking of the meal with food service personnel, so students will get a unique experience of also being served by their fellow classmates. Students will be surveyed at the end of each lunch period that the meal is served to see their level of satisfaction with having a student-designed meal at school to make future decisions on the cafeteria menu. The sauce for the meal is bold yet sweet to appeal to students that may be hesitant to try international flavors.

### **Marketing/Brand Survey**

#### **1. Morning Announcements Over District PA System:**

*"Have you wanted to try food from a different country? Are you sick of making the same old, boring boxed lunch? Try something new with Valley Style Mongolian Beef on December 15th made by your own classmates in the UHS Agribusiness class. The dish is a blend of shaved steak and roasted vegetables atop a bed of rice with a bold & sweet drizzled glaze. Ditch your homemade lunch and enjoy an international culinary experience in the cafeteria featuring local & delicious, high protein beef with a tantalizing mix of locally roasted spices from the Schoharie Valley.*

#### **2. Flyers**



# Today's Delicious **MENU**



INTERNATIONAL  
FLAVOUR WITH A LOCAL  
VALLEY TWIST MADE  
FOR STUDENTS BY  
STUDENTS

*Valley Style  
Mongolian Beef*

**TRY SOMETHING NEW!**



Schoharie  
Valley  
FFA

2021

**SCHOOL LUNCH  
BROUGHT TO  
YOU BY AG.  
BUSINESS CLASS**

*Valley Style  
Mongolian Beef*

Schoharie Central High School



**Have you been to  
Mongolia?**

If not, want to try some  
Mongolian Beef?



**Mongolian Beef**

Shaved beef with  
vegetables, topped with  
a sweet glaze and a side  
of apple slices.

REGISTRATION:  
**SIGN UP FOR LUNCH  
DECEMBER \_\_\_ 2021**

Schoharie Central Schools





**Schoharie High School**  
**International Flavour with a Local Twist!**  
**Made for students by students!**

**DELICIOUS TASTE WITH A LOAD OF  
PROTEIN FOR ACTIVE STUDENTS!**



## **Cost Analysis**

Use the provided grid to help determine the cost of the ingredients, identify the preferred profit margin, and determine your sales price.

<b>Ingredients List</b>	<b>Ingredient Cost</b>	<b>Measurement of each ingredient per item (oz/tsp/tbsp/cups)</b>	<b>Cost of each ingredient per meal</b>
<b>Ex. 1lb burger</b>	\$4.00	¼ lb	\$1
<b>Shaved Steak</b>	\$4.57/lb or \$.29/oz	4 oz	\$1.16
<b>Broccoli</b>	\$2.00/lb or \$.13/oz	2 oz.	\$.26
<b>Pepper and Onion Mix</b>	\$2.13/lb or \$.13 oz	2 oz.	\$.26
<b>Carrots</b>	\$0.80/lb or \$.05/oz	4 oz.	\$.20
<b>Corn Starch</b>	\$0.50 lb or \$0.02/oz	½ tsp	\$.01
<b>Vegetable Oil</b>	\$0.44/lb or \$0.03/oz	0.33 oz	\$.01
<b>Flaked Roasted Garlic</b>	\$12.64/lb or \$.79/oz	.13 oz	\$.10
<b>Garlic Pepper Blend</b>	\$9.44/lb or \$.59/oz	.04 oz.	\$.02

<b>Low Sodium Soy Sauce</b>	\$2.56/lb or \$.16 oz	.66 oz	\$.11
<b>Brown Sugar</b>	\$.90/lb or \$0.06/oz	.66 oz	\$.04
<b>Crushed Red pepper</b>	\$4.90/lb or \$0.30/oz	0.03 oz	\$.03
<b>Ground Ginger</b>	\$19.68/lb or \$1.23/oz	0.007 oz	\$.01
<b>Whole Brown Rice</b>	\$0.78/lb or \$0.05/oz	1 oz.	\$.05
<b>Total Cost to Make Your Meal</b>			<b>\$2.26</b>
<b>Meal Price</b>			Free for Students
<b>Gross Profit</b>			Not Applicable
<b>Gross Profit Margin</b>			Not Applicable

Schoharie High School provides free lunch to all students K-12 regardless of family income or poverty level.