

## Top Cut: Beef Contest Scoring Rubric

	<b>19-25 pts.</b>	<b>12-18 pts.</b>	<b>6-11 pts.</b>	<b>0-5 pts.</b>	<b>Judge's Score</b>
<b>Cover Page/ Formatting</b>	<p>All parts are included. Includes name of the product, teacher's name, school name, grade, teacher contact information. Beef producer (if applicable) is clearly identified and acknowledged.</p> <p>Each part of the plan is included and labeled. Entire paper is well formatted, easy to follow, and utilizes proper grammar, spelling, and punctuation. All parts were engaging and cohesive.</p>	<p>All or most parts are included. Is lacking two or more of the following: name of the product, teacher's name, school name, grade, teacher contact information. Beef producer (if applicable) is identified.</p> <p>Each part of the plan was included. Few spelling or grammatical errors were found and overall plan is mostly cohesive.</p>	<p>Three or more of the following are missing: name of the product, teacher's name, school name, grade, teacher contact information. Beef producer (if applicable) is mentioned.</p> <p>One or more parts of the plan were missing or plan contains a number of spelling and grammatical errors. Plan is lacking in cohesiveness.</p>	<p>Introduction is unclear or non-existent. Beef producer (if applicable) is not identified.</p> <p>Two or more parts of the plan are missing or plan contains many spelling and grammatical mistakes throughout or is unorganized and hard to follow.</p>	
<b>Product</b>	<p>Students put forth a well-thought out, and creative product or recipe. Plan is realistic and beef-centric.</p> <p>Recipe or product description includes all parts (ingredients, measurements, procedures for preparation, etc.) and is easily followed.</p> <p>Storage and handling procedures used in the preparation of food are clearly outlined and described.</p> <p>All three nutrition questions are answered completely and thoughtfully in full sentences.</p> <p>Describe the importance of ZIP (Zinc, Iron, and Protein) found in beef. How could you communicate the benefits of beef to your customers? Where can your customers learn more about beef nutrition?</p>	<p>Students put forth a creative product or recipe. Plan is realistic and beef-centric.</p> <p>Recipe or product description is lacking few parts (ingredients, measurements, procedures for preparation, etc.) and is easily followed.</p> <p>Storage and handling procedures used in the preparation of food are included.</p> <p>All three nutrition questions are answered.</p> <p>Describe the importance of ZIP (Zinc, Iron, and Protein) found in beef. How could you communicate the benefits of beef to your customers? Where can your customers learn more about beef nutrition?</p>	<p>Students put forth a product or recipe. Plan is not realistic or is not beef-centric.</p> <p>Recipe or product description includes some parts (ingredients, measurements, procedures for preparation, etc.) or is unorganized.</p> <p>Storage and handling procedures used in the preparation of food are unclear or lacking description.</p> <p>At least two nutrition questions are answered or all three are answered in fragmented sentences.</p> <p>Describe the importance of ZIP (Zinc, Iron, and Protein) found in beef. How could you communicate the benefits of beef to your customers? Where can your customers learn more about beef nutrition?</p>	<p>Product or recipe lacks creativity or is not well-thought out. Plan lacks a beef element.</p> <p>Recipe or product description lacks most parts and is hard to follow.</p> <p>Storage and handling procedures used in the preparation of food are unclear or missing.</p> <p>All three nutrition questions are unanswered or in incomplete sentences with little effort.</p> <p>Describe the importance of ZIP (Zinc, Iron, and Protein) found in beef. How could you communicate the benefits of beef to your customers? Where can your customers learn more about beef nutrition?</p>	

<p><b>Market Analysis</b></p>	<p>Target audience is properly identified and fully defined. The target audience's food values and interests are recognized and the audience's most influential factors when purchasing this type of beef product are described and explained.</p> <p>The environment where customers will have an opportunity to purchase the item is thoroughly identified and described vividly.</p> <p>The cost of the ingredients and packaging are shown, accurate, and easy to follow. Important factors included are: type of container used, cost of that container, preferred profit margin, and final price of the product.</p>	<p>Target audience is identified and defined. The target audience's food values and interests are recognized and the audience's most influential factors when purchasing this type of beef product are described.</p> <p>The environment where customers will have an opportunity to purchase the item is identified and described.</p> <p>The cost of the ingredients and packaging are shown and mostly accurate. One or more of the following important factors are not included: type of container used, cost of that container, preferred profit margin, and final price of the product.</p>	<p>Target audience is identified and somewhat defined. The target audience's food values and interests or the audience's most influential factors when purchasing this type of beef product are not described.</p> <p>The environment where customers will have an opportunity to purchase the item is identified.</p> <p>The cost of the ingredients and packaging are shown and mostly accurate. Two or more of the following important factors are not included: type of container used, cost of that container, preferred profit margin, and final price of the product.</p>	<p>Target audience is not clearly identified and defined. The target audience's food values and interests or the audience's most influential factors when purchasing this type of beef product are not described.</p> <p>The environment where customers will have an opportunity to purchase the item is not identified.</p> <p>The cost of the ingredients and packaging of the product are shown and may or may not be accurate. Three or more of the following important factors are not included: type of container used, cost of that container, preferred profit margin, and final price of the product.</p>	
<p><b>Marketing Plan</b></p>	<p>An effective and imaginative advertising campaign with three or more elements is included in the marketing plan.</p>	<p>An effective advertising campaign with <i>at least</i> three elements is included in the marketing plan.</p>	<p>An advertising campaign with three or fewer elements is included in the marketing plan.</p>	<p>An advertising campaign with fewer than three elements is included in the marketing plan.</p>	
<p><b>Total</b></p>					
<p><b>Judge's Comments:</b></p>					<p><b>/100</b></p>