

TOP CUT BEEF CONTEST



OCM BOCES – New Vision Environmental Science

BACKGROUND

Team Name: New Vision Environmental Science
Grade 12

Students:

Matthew Mattern	Mark Bush	Will Lake	Nicolette Starmer
Chris Allen	Garrett Giamei	Dale Currie	Skye DeLucia
Charles Lines	Jacob Guy	Gabriel Cline	Abby Ryan
Jake Marsh	Jake McGory	Michael Carter	Dylan Fredenburg
Jenna Esposito	Devin Fetterly	Isabella Mendez	Larkin Schumacher
Jacob Dietz	Angelina VanCamp		

School Name: OCM BOCES - Cortlandville Campus
School Address: 1710 NYS Rt 13 Cortland, NY 13045

Teacher: Chad DeVoe
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Phone: 607.280.7075

INDUSTRY PARTNERS

*Hopshire Farm Brewery - Dryden, NY

*Main Street Farms - Cortland, NY

*Jerry Dell Farm - Freeville, NY

*Tony the Butcher at
CP Cash and Carry - Cortland, NY



OUR PRODUCT

Product name: “Mutt Mash” premium wet dog food

Slogan: “We shih tzu not, it’s *that* good!”

Product description: Mutt Mash is a premium wet dog food utilizing “scraps” from local farms – keeping our product local and cost-friendly for customers that care not only about their dog’s health but also environmental stewardship.

Our premium dog food is packed with nutrients, minerals, and protein – beneficial to your dog’s health! The ground beef, liver, and lentils have high amounts of protein, vital to the dogs muscle growth and development. Fruits and vegetables in the meal give the canine a healthy source of vitamins and barley give a good source a fiber for digestion. Essential Omega-3 fatty acids help prevent heart disease and lower blood pressure. This carefully crafted recipe is meant to help your dog have the most healthy and energetic lifestyle possible.

RECIPE

- 5 lb ground beef/trim mix*
- 1½ lb sweet potato
- 1 lb lentils
- 1 lb beef liver
- ¾ lb spent barley grain**
- 1 lb carrots***
- ¼ lb spinach***
- 1½ tblsp olive oil
- 1½ tblsp Sunflower/Coconut Oil blend
- 2 fine-chopped apples-no seeds



* Sourced free from local butcher

** Sourced free from local brewery

*** Sourced discounted from local farm (blemished/unsightly produce not suitable for market or CSA shares)

DIRECTIONS

- To start our recipe put 5 lbs of ground beef trim into a large pot and cook on medium heat.
- While the beef is cooking add 1 lb of lentils to a pot and boil on high heat for 10 minutes. Add to beef once the lentils are done cooking and drained of water.
- Add 1 lb of diced beef liver to boiling water. Cook for 10 minutes and then add to beef and lentils.
- Once everything is cooked and added to the beef pot put temp on low while you prepare the remaining ingredients.
- Add $\frac{1}{4}$ lb of chopped spinach to beef pot.
- Dice 1 $\frac{1}{2}$ pounds of fully cooked sweet potato and 1 lb of fully cooked carrots and add to pot.
- Also add two apples diced with no seeds.
- Add $\frac{3}{4}$ lb of spent barley grain into beef pot and mix well.
- Finally add 1 $\frac{1}{2}$ tablespoons each of olive oil and sunflower/coconut oil blend.
- Mix well for 5 minutes.
- Finally bring to refrigerator temp and serve.



STORAGE AND HANDLING

All ingredients are stored fresh and cooked in a clean environment. The product should be stored in the refrigerator and used within five days of opening. For transportation we will put the product into refrigerated trucks to be brought to stores for purchase. Our product will be sealed in plastic wrap then wrapped in butcher paper for the aesthetic appeal, then put into a refrigerator. Our product will be on display in refrigerated cases for our consumers to purchase our product safely and with satisfaction.



NUTRITIONAL INFORMATION

Beef is a good source of zinc which is critical in the structure and function of cell membranes and supports a healthy immune system and healthy skin. Zinc deficiency can cause dry and cracked skin. Dogs with zinc deficiency are more prone to slower healing of wounds along with an increased risk of infection and disease.

Iron is necessary for a number of enzyme functions in your dog's body and is directly found in red blood cells and hemoglobin. These enzymes are what keeps your dog in shape. Iron is found abundantly found in lean meat and organ meat. When your dog receives too little iron he will start to show anemic symptoms due to the decreasing amount of red blood cells in his blood. Iron is most needed by puppies and nursing dogs due to the fact that they are born without an abundance of the mineral. Dogs should consume 36 mg of iron for every pound of food they eat.

Dogs need one gram of protein per pound of body weight every day. Protein is important for building and repairing muscles and other tissues, growing hair, keep the immune system strong, and forming new skin cells. Amino acids make up proteins and dogs require at least 22 amino acids to make proteins.

TASTE TEST - WIDE SPECTRUM OF DOGS

CHIHUAHUA --> GREAT DANE

Trial 1 - "Original Recipe"

9 dogs liked it

9 dogs did not eat it

Trial 2 - "Improved Recipe"

18 dogs liked it

1 dog did not eat it

8 dogs that did not eat "Original Recipe" ate this one.



COST ANALYSIS

First Batch - "Original Recipe"

Our first batch ingredients cost \$9.06/seven pound recipe. Individual units would have been \$2.59/two pound bag. In reference to the taste test, there was an even amount of dogs who liked versus disliked the first batch of food.

Second Batch - "Improved Recipe"

The second batch ingredients cost \$9.18/ten pound recipe. Individual units end up being only \$1.83/two pound bag. (See breakdown on next page.) The second batch was also preferred in the taste test, with a total of eighteen dogs liking the food versus only one who didn't try it.

Our 2lb units of "Mutt Mash" will MSRP at \$9.99; approximately \$4.00 less than our closest competitor with a profit margin that also ensures a living wage for our workers and a commitment to environmental stewardship - 1% of our profits will be donated to environmental non-profits.

Ingredients List for “Improved Recipe”	Measurement of each ingredient per item(oz/tsp/tbsp/cups)	Cost Per measurement	Cost of each ingredient per product
Sweet Potato	1 ½ lb	\$2.48	≈\$0.50
Carrots	¾ lb	\$0.74	≈\$0.15
Lentils	½ lb	\$1.54	≈\$0.31
Apples	2 apples	\$1.12	≈\$0.22
Spinach	4 oz	\$0.62	≈\$0.12
Beef Trim (ground)	5 lb	\$0.00	≈\$0.00
Beef Liver	1 lb	\$2.31	≈\$0.46
Oils	¼ cup	\$0.30	≈\$0.06
Spent Barley	¾ lb	\$0.00	≈\$0.00
Packaging		\$0.05	≈\$0.05
	Total weight: 10 lb	Total Cost: \$9.16	\$1.83/retail unit

MARKET ANALYSIS

COMPETITIVE LANDSCAPE

Pet ownership drives demand. The profitability of individual companies depends heavily on effective marketing. Large companies have advantages of scale in manufacturing, marketing, and distribution. Small companies can compete effectively by offering specialized products or by serving a local market. The US pet food manufacturing industry is highly concentrated: the eight largest companies account for about 80% of sales.

PRODUCTS, OPERATIONS & TECHNOLOGY

Major products include dry dog food, which accounts for about 45% of industry revenue, dry cat food (20%), dog and cat treats (15%), wet cat food (10%), and wet dog food (10%), according to the Pet Food Institute.

MARKET ANALYSIS CONT.

Description

Companies in this industry manufacture food for dogs and cats, using grains, oilseed products, and meat products. Major companies include divisions of Colgate-Palmolive (Hill's Pet Nutrition); General Mills (Blue Buffalo Pet Products); JM Smucker (Big Heart Pet Brands); and Mars (Iams, Pedigree, and Royal Canin), all based in the US; along with Affinity Petcare (Spain), Heristo (Germany), Nestlé Purina PetCare (Switzerland), and Unicharm (Japan).

(<https://www.firstresearch.com/industry-research/Pet-Food-Manufacturing.html>)

(<http://www.hoovers.com/industry-facts.pet-food-manufacturing.1947.html>)

MARKETS

Our approach is to strategically target above-median income adults as well as Millennial pet owners looking for a unique dog feeding experience.

We would target local farmers markets such as Ithaca, Skaneateles, and New York City because these locations have the demographics that match people willing to pay a little more for high quality dog food. We'll also jockey for shelf/refrigerator space at select retailers that we feel would be a good fit.

Our most unique endeavour would be to entice restaurants that specialize in human/canine co-eating (dining with dogs) to offer our product on the dog menu. We'd also experiment with mail subscriptions but mainly to establish our presence for a strategy that may be more popular in the future.

RESTAURANTS WE WOULD CONTRACT TO SERVE OUR DOG FOOD

- Chateau le woof
- A.G Kitchen
- Good Enough TO Eat
- Per Lei
- Agnanti

MAIL ORDER SUBSCRIPTIONS

- The farmer's dog
- Chewy

RETAIL STORES THAT WOULD SELL OUR DOG FOOD

- Greenstar Co-op - Ithaca
- The Local Food Store - Cortland
- Spoiled Brats - NYC
- Wegmans
- Country Max
- Agway
- Tractor Supply

ADVERTISING PLAN

Social Media:

Instagram-<https://www.instagram.com/muttmashtdogfood/?hl=en>

Facebook-<https://www.facebook.com/mutt.mash>

Twitter-<https://twitter.com/MuttMash>

Website: <https://isabellamendez2019.wixsite.com/muttmash>

Flier: Attached Separately

LABEL



Front

Back

KEEP REFRIGERATED AND USE WITHIN 7 DAYS OF OPENING.

Do not leave food out for more than three hours. If left out, dispose of food. When storing open food try to prevent moisture loss and transfer of odors by using plastic wrap or zip-to-close bags.

INGREDIENTS: Ground Beef/Trim Mix, Sweet Potato, Lentils, Beef Liver, Spent Barley Grain, Carrots, Spinach, Olive Oil, Sunflower/ Coconut Oil blend, Apples



MuttMash



mutt.mash



muttmashdogfood

SERVING SIZE (per day):

Dog's Weight: Amt to feed:

5-10lbs: ¼-¾ lbs

11-20lbs: ⅜-½ lbs

21-40lbs: ½- 1 lbs

41-60lbs: 1-1 ⅜ lbs

61-100lbs: 1 ⅜-2 lbs

101+lbs: 2 lbs

NET WEIGHT: 2 LBS



USE BY: 26 JAN 19

Mutt Mash Inc. PO BOX 0 Cortland, NY 13045