



Product Name: Carne Asada Beef Empanadas

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Class Period or Team Name: Introduction to Agriscience

School Name: Stockbridge Valley

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Beef Producer Partner (if applicable):

Product Plan

Connor, Sarah, Alexis, Hailey, Brienna

Product description

Product name: Carne Asada Beef Empanadas

Slogan:

Empanadas are like pinatas, *exploding* with flavor™

Product description:

Conquistadors De Carne presents Carne Asada Beef Empanadas, a baked or fried pastry filled with meat, cheese, and vegetables. Tends to be a thicker dough and thickness can vary. Empanadas are commonly found in Latin America, Spain, and Portugal.

Recipe

Procedure:

Marinade:

Place the Flank Steak in a large plastic storage bag. Add soy sauce, orange slices and lime juice. Chop green onions and cilantro and add them to the bag. Rub the seasoning all over the beef. Seal the bag and let it marinate for at least 6 hours.

Remove the meat from the marinade. Pat dry with a paper towel. Remove all excess herbs from the carne asada. Grill the carne asada until the internal temperature reaches medium-rare at 145 °F.

Let it rest for 10 minutes. Slice it against the grain and cut it into bite-sized strips.

Dough:

In a large bowl, whisk together flour, salt, and baking powder. Cut butter into the flour using your hands or a pastry cutter until pea-sized. Add water and egg and



mix until a dough forms. Turn dough out on a lightly floured surface and knead until smooth, about 5 minutes.

Wrap in plastic wrap and refrigerate for at least 1 hour.

Filling:

In a large skillet over medium heat, heat oil. Add onion and cook until soft, about 5 minutes, then add garlic and cook until fragrant, 1 minute more. Add carne asada meat and cook until no longer pink, 5 minutes.

Assembly:

Preheat oven to 400° and line two large baking sheets with parchment paper.

Place dough on a lightly floured surface and divide in half. Roll one half out to ¼” thick. Using a 4.5” round cookie cutter, cut out rounds. Repeat with the remaining dough. Reroll scraps once to cut out more rounds.

Lightly moisten the outer edge of a dough round with water and place about 2 tablespoons filling in the center and top with Monterey. Fold dough in half overfilling. Use a fork to crimp edges together. Repeat with the remaining filling and dough.

Place empanadas on prepared baking sheets and brush with egg wash. Bake until golden and filling is warmed through, about 25 minutes.

Garnish with parsley and serve with sour cream.

Ingredients:

Marinade:

1lb beef flank

1 lb beef skirt steak

1 cup flat-leaf parsley

½ cup orange juice

2 small limes

4 green onions



Dough:

- 6 cups all-purpose flour
- 2 tsp kosher salt
- 1 tsp baking powder
- 1 cup cold butter/ cut into cubes
- 1 ½ cup cold water
- 2 large eggs

Filling:

- ½ cup Monterey jack cheese
- 1 large onion finely diced
- ½ cup flat-leaf parsley

Storage & Handling

- Can be refrigerated If empanadas have been baked, shelf-life up to 7 days refrigerated
- Reheat in microwave or toaster oven when ready to eat
- To freeze, lay the unbaked empanadas on a parchment-lined baking sheet
- Raw beef can be stored by setting it on a plate on the lowest shelf of a refrigerator
- Raw meat should be handled very carefully, you should frequently wash your hands, use separate cutting boards, separate cooking utensils, and keep it away from other ingredients

Nutrition Check for Learning

Describe the importance of ZIP (zinc, iron, and protein) found in beef:

- Zinc: is a mineral in the human body that is needed to grow, learn, heal, and keep the body healthy. If you're trying to get a lot of Zinc from beef, lean beef is the best choice for you. Beef provides you with 39% DV of Zinc
- Iron: is another mineral that is important to human health. Iron is needed for the blood to carry oxygen to cells. Without it, you get tired, weak, and grouchy. For

the best source of Iron a lean chuck pot roast. Beef provides you with 14% DV of Iron

- Protein: is needed to build muscles, nerve tissue, blood, enzymes, hormones, antibodies, and organs. Protein is needed to build, repair, and maintain the body. If you want something that has a lot of Protein the best cuts of beef are Top Sirloin, Eye of Round, Bottom Round, and Skirt Steak. Beef provides you with 51% DV of Protein.

How could you communicate the benefits of beef to your customers?:

We could put the benefits on the back of the packaging of our products to ensure maximum advertising to our customers. We could also include the benefits on our website for our product to know what they're going to put in their bodies in healthy and also help your body in many different ways.

Where can your customers learn more about beef nutrition?:

- Our customers could learn more about beef nutrition by researching about it for example you can go to these sites:
 - <https://www.beeftips.com/nutrition>
 - <https://www.beefitswhatsfordinner.com/nutrition>
 - https://www.nutritionvalue.org/Beef%2C_raw%2C_97%25_lean_meat_%252F_3%25_fat%2C_ground_nutritional_value.html



Market Analysis

Autumn, Alex, Ethan, Alissa, Nick

Target Audience

Who is your ideal customer?: potential customers at fairs looking to buy food, hungry people, people looking for a sufficient snack on the go, parents getting their children something quick and delicious to satisfy the hunger, workers on lunch break when they don't have a lot of time

What is the audience's most influential factors when purchasing your beef product?:

- Appearance
- Where the meat came from
- Preparation & cost

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

- Fairgrounds:
 - Madison NY county fair
- Festivals
 - CNY regional market
 - CNY winter boat show
- School Events:
 - PTO Bazaar

Cost Analysis*

***For high school only**

Use the below grid to determine the cost of ingredients:

Ingredient	Purchase Price	Purchase Quantity	Cost/Batch	Cost/Pack age
Carne Asada Empanadas				
Beef, plate, outside skirt steak, separable lean only, trimmed to 1/4" fat, all grades, raw	\$8.82	1.0 x 1 lb	\$17.64	\$1.10
Beef, flank, steak, separable lean only, trimmed to 0" fat, choice, raw	\$8.32	1.0 x 1 lb	\$16.64	\$1.04
Gold Medal-All Purpose Flour	\$2.23	5.0 x 1 lb	\$0.71	\$0.04



Water, tap, well	\$0.00	1.5 x 1 cup, 8 fl oz	\$0.00	\$0.00
Sauce, teriyaki,	\$5.20	15.0 x 1 oz	\$3.52	\$0.22
Orange Juice	\$2.48	64.0 x 1 oz	\$0.31	\$0.02
Soy sauce	\$4.88	15.0 x 1 oz	\$2.60	\$0.16
Butter, stick, with salt	\$2.98	16.0 x 1 oz	\$1.49	\$0.09
Onions, raw	\$1.40	2.0 x 1 small	\$1.60	\$0.10
Cheese, Monterey	\$2.20	8.0 x 1 oz	\$1.10	\$0.07
Egg	\$1.12	12.0 x 1 egg	\$0.19	\$0.01
Parsley, fresh	\$0.88	10.0 x 10 sprigs	\$0.53	\$0.03
Brown sugar	\$2.37	2.0 x 1 lb	\$0.08	\$0.01
Heinz Tomato Ketchup	\$2.78	32.0 x 1 oz	\$0.05	\$0.00
Kosher Salt	\$1.77	16.0 x 1 oz	\$0.05	\$0.00
Baking Powder/Argo	\$1.00	8.1 x 1 oz	\$0.04	\$0.00
Onions, young green, tops only	\$0.78	1.0 x 1 stalk	\$0.39	\$0.02
Spices, ginger, ground	\$1.17	1.5 x 1 oz	\$0.05	\$0.00

Describe the container or packaging used (you may use photos to describe your container):



Cost of the container/packaging:
\$0.33 per container

What is your selected profit margin (in percentage): 34.7%

Determine the final cost per unit (ingredients + container cost + profit):
\$2.94+ \$0.33 + \$1.73=**\$5.00**

Marketing Plan

Seth, Layla, Ashley, Jill, Grace

Marketing Campaign

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

Instagram	Facebook	Poster
<ul style="list-style-type: none"> ● Username: Conquistadors De Carne ● Bio: Catch Phrase (Empanadas are like pinatas, exploding with flavor) ● Who do we follow: SVCS, other food pages, FFA page ● Pictures: Empanadas, ingredients, who made them/behind the scenes ● Hashtags: #Empanadas #Yummy #Beef #Food ● Profile Picture: picture of empanadas ● Highlights: ingredients, behind the scenes pics, people making them, the finished product ● Link in bio: Link to FFA donations ● Stories: post pic when we make them 	<ul style="list-style-type: none"> ● Username: Conquistadors De Carne ● Bio: Catch Phrase (Empanadas are like pinatas, exploding with flavor) ● Pictures: Empanadas, ingredients, the process of making them, who made them, people eating them ● Friends: SVCS, FFA page ● Stories: behind the scenes photos, finished product ● Tag people: Tag people we know, food pages, FFA pages, etc ● Ads: Possibly put out ads on our page or a post about our food ● Same set up as the instagram page 	<ul style="list-style-type: none"> ● Colors: red, orange, green, yellow ● Text size: Slogan will be the biggest text size on the poster ● Font: Georgia ● A place to get empanadas ● How big the poster will be: A whole document page (print off a lot of posters, hang them around the school, etc) ● Pictures: Empanadas, Mexican atmosphere pics ● Main words: The Slogan (center of attention on the poster) ● Included: description of empanadas and ingredients in them, descriptive words about the taste, persuasive words to pull customers in, "Good source of protein"

Conquistadors De Carne

Are you hungry?...

**Come enjoy a delicious Carne
Asda Empanada!**

Amazing
flavor!



***Empanadas are like piñatas,
exploding with flavor!***

★ Filled with juicy and tasty soy sauce or teriyaki marinated skirt or flank steak mixed with sauteed onions and peppers, served with a side of the marinated sauce

Excellent source of protein, zinc, and iron

Once you try one, you'll keep coming back for more!

☆ 100% satisfaction guaranteed ☆



