

**TOP CUT BEEF CONTEST**  
**“Global Street Food”**

**“INDIAN TACOS”**

**{Authentic, Delicious Native American Food}**

Submitted by LaFayette CSD’s “BIG PICTURE H.S.”

**Students:**

Carson Campbell, 11th grade, (301)

Phoenix Wiers, 10th grade (201)

Leighann Shenandoah, 10th grade (201)

- Our school has signed FERPA documents (from parents) stating that images of students listed above may be used for educational purposes.

**Team Name: “Cooking Internship”**

**Advisors:**

**David Stablien, Advisor ([dstablien@lafayetteschools.org](mailto:dstablien@lafayetteschools.org) )**

**Walter Nowey, Advisor ([wnowey@lafayetteschools.org](mailto:wnowey@lafayetteschools.org) )**

**Hollis Rotella, T.A., “Big Picture Cooking Internship” Mentor  
([hrotella@lafayetteschools.org](mailto:hrotella@lafayetteschools.org))**

**Beef Purchased** from Green Hills Farms, a small, local, award winning, family owned grocery store since 1930’s. It’s located close to our school and the Onondaga Nation. We had hoped to buy our beef from a local “producer,” However Green Hills is where our school has a standing purchase order for cooking supplies. We were required to buy our ingredients there. Green Hills Farms Meat Department is excellent and trusted by many for their high quality meat. Many customers will only shop for meat at Green Hills because they know the meat will always be fresh and is cut every day, all day by the store’s very own Meat Cutters.

Green Hills Farms  
5933 S. Salina Street  
Syracuse, NY 13205  
Phone: (315) 492-1707

**Beef Producer:** We contacted the meat department at Green Hills Farms. The meat manager, Dan Piron said that “Green Hills” purchases it’s USDA Choice Beef from a wholesaler. He was kind enough to check the label on the Beef package.( It said I.B.P. ) **IBP**, Inc. and Iowa **Beef** Processors, Inc., is an American **meat** packing company based in Dakota Dunes, South Dakota, United States. **IBP was the United States' biggest beef packer.** Headquarters: Dakota Dunes, South Dakota, U.S. Founded: Denison, Iowa, 1960. (IBP was acquired by Tyson 2001, **Now owned by Tyson Fresh Meats, Inc.**)

### **Introduction:**

The “BIG PICTURE” school is a nontraditional, project based high school where students learn through their own chosen interests. Students go to classes for lessons in Science, Math and ELA. However, the BIG PICTURE program also requires each student to choose their own topics to study. Learning through interest (LTI) topics are chosen by the student. The student’s Advisor helps each student to include learning components in Science (Empirical Reasoning,) Math (Quantitative Reasoning,) Communication(Research) and History (Social Reasoning.) into his or her individual own Learning Plan.

The three students who chose to participate in the “Top Cut Beef Contest” are from 10th and 11th grades. Carson, Phoenix and Leighann met twice a week with advisors to discuss the contest, learn about beef, attempt different cooking techniques, watch the many Live Zoom sessions, and create their Beef Centric recipe. The three worked together in our school’s kitchen. They learned a great deal through developing their product. They regularly got the entire school of 60 students involved in the process by offering samples of the food they prepared and asking for feed-back and advice. While they were cooking, other students and staff would smell the traditional Native American “Fry Bread” and homemade chili as it was being prepared. Everyone wanted a taste!



The students chose “Indian Tacos” for their product for many reasons. Indian Tacos are a delicious meal made with beef that is a wonderful fusion of Native American cultures and Mexican cuisine. Our school is located in LaFayette, NY and approximately 37% of the students call the Onondaga Indian Nation home. The students decided that they wanted to honor the Haudenosaunee people and create an authentic food item that has amazing flavor!

### **Favorite Educational Classroom Lessons:**

- Top Cut Beef Contest Zoom meetings -
- Kick Off Event-Jeremiah Best
- Hear it from the Pros- Strassburger Meats and Shepard Settlement Farm, located in Marcellus, NY
- Virtual Beef Tour/Trip - Jeremiah Best
- School Lesson with Walt Nowey about beef cuts and how to choose the best Beef for different recipes. Walt also showed the students how to grind the Chuck Roast, and prepare it for the Mexican Chili recipe.
- Cutting it with a Chef- Chef Cruz Nieves- Rella Rochester, NY. Students learned about layering food flavors to make a delicious meal. THIS was our students FAVORITE lesson, because Chef Cruz spoke directly to Carson and really got the students excited about the “Indian Taco” project.
- Marketing-Sara Parody and Ryan GrosDigital Community Coordinator NY Beef Council- The students learned about digital marketing. We also learned about logos and company’s trademarks. The students had many discussions about creating a logo for their food truck. The Native american students felt strongly about using the images from the Onondaga Nation !
- Safety First videos: Purchasing and storing Beef (Jean O’Toole) and Knife Skills 101 (Chef Patrick Rae)

## Our Slogan: “Indian Tacos.....Better than Nachos!”

### Indian Taco Description

Indian Tacos are made with Native American Fry Bread. Recipes for Fry Bread are passed down through generations. The delightful dish consists of multiple layers of flavorful ingredients. Different temperatures and textures that come together in an explosion of flavor in one’s mouth. It’s a fabulous meal that is very satisfying. Plus, It’s basically got all of the food groups deliciously combined.



### Recipe :

1st layer:

Warm,Crispy ( freshly fried ) “**Indian Fry Bread.**” It’s like a delicious pillow, crunchy on the outside, soft and fluffy on the inside. (we used a secret recipe from Carson’s Aunt) dough size, prior to frying 5+½ inch circle shaped dough.

**Indian Fry Bread** (aka “Hot Scoons”) Makes 12 individual portions**Ingredients:**

6 cups all purpose flour

6 tablespoons baking powder

16 oz. water

16 oz. milk

Dash of sugar

\*Butter-flavored Crisco, about ½ of 48 oz. can, for frying

**Instructions:**

Make dough, gently combine all ingredients in a large bowl. Knead slightly (3-4 minutes) being careful not to overwork the dough. On a floured surface, pat down the dough and cut out 12 equal circular portions. ( We used the top of the empty large Crisco container.)

Melt Crisco, in a large, heavy frying pan, over medium/low heat. Oil should be about ½ inch deep. Place dough into the hot oil. Do not try to cook too many at a time. Cook until fry bread is golden brown in color.

\*IMPORTANT- If the oil starts to smoke, remove the pan from the heat to let it cool a bit, then put it back on the stove. The fry bread must cook slowly - so that the inside is cooked all the way through. After the fry bread is cooked, place on paper towels to absorb excess oil. Keep warm in the oven or in an insulated container.

2nd layer:

**Mexican Chili,**

Made with cooked ground USDA Choice Chuck Roast (served hot)

NOTE: We purchased The beef unground-Then had a wonderful lesson from Walt Knowley on grinding the meat. The students loved using the grinder!

**Ingredients:**

4 pounds ground chuck roast

1 onion, finely chopped 3 cloves garlic, minced ( continued on next page. )

1 (14.5 oz) can diced tomatoes

2 (14.5oz) cans diced tomatoes with green chile peppers

2 (8oz) cans tomato sauce

1(15oz) can kidney beans

1 (15oz) can pinto beans

2 tablespoons chili powder

1 Tablespoon ground cumin  
2 tablespoons white sugar  
1 tablespoon salt  
1 teaspoon ground black pepper  
1 tablespoon hot pepper sauce

Directions:

Step 1-In a large stock pot lightly brown the ground beef, and drain off excess fat.

Step 2-Add onion and garlic, cook until onion is translucent.

Step 3-Add tomatoes,diced tomatoes,tomato sauce,kidney beans,pinto beans,chili powder,cumin,sugar,salt,pepper and hot sauce.

Step 4- Simmer for 30 minutes. ( Keep hot on stove to prepare Indian Tacos)

3rd layer:

Grated Mexican cheese(Monterey Jack/Queso/Asadero- Shedded ) ½ cup

4th layer:

Shredded iceberg lettuce (cold) ¼ cup

5th layer:

Diced fresh tomatoes (cool / room temperature)

6th layer:

Dollop of Sour Cream ( cold )

7th layer:

Chopped green onions ( room temperature)

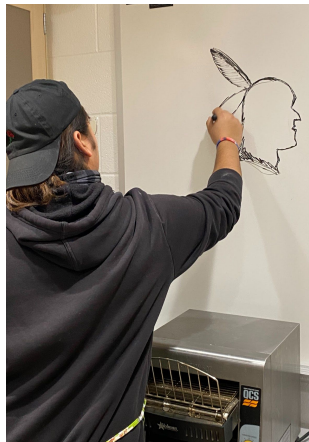
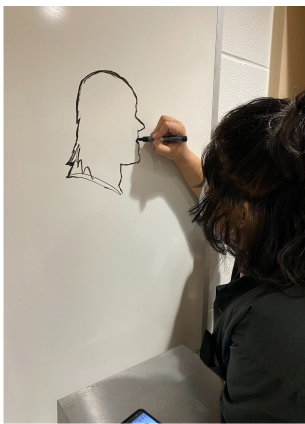
8th layer:

Sliced black olives (room temperature)

PLEASE NOTE: Our customers may omit any of the layers, if they prefer.

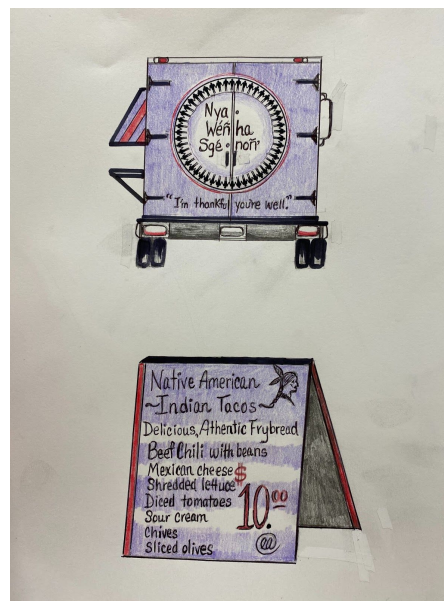
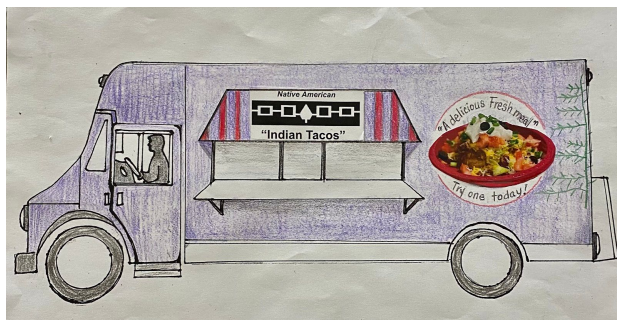
## **Marketing Plan**

First, the students felt strongly about honoring and promoting their product and Haudenosaunee culture. They designed their street food truck using the color purple with images of an Onondaga wampum and created a logo that shows a profile of a Native American wearing a Kustowa headdress one feather standing up and one feather facing down. On the back of the food truck they wanted to display a friendly message, written in Haudenosaunee, with a translation in english. They also thought it was important to have a large image of an Indian Taco.



Leighann and Carson, both Native Onondaga, designing our “Authentic Indian Taco” logo. With one feather up, one feather down for the Onondaga tribe. The logo image is shown on the purple and red folding sandwich board.

## Our “Authentic Indian Taco Food Truck Design”



We involved our entire school of 60 students and staff, with the design of our “Indian Taco Food Truck.” The students asked for everyone at our morning meeting to submit a design for consideration. We had many entries, but decided on this purple design.

### **MARKETING:**

The students know that digital marketing helps customers to find the locations of where our food truck will be parked. They would advertise on multiple Facebook sites (LaFayette School District and the Onondaga Nation ) on Instagram and SnapChat, asking followers to share the information. They think that their bright purple truck with the large image of a mouth watering Indian Taco will be eye-catching, but customers will need to find the truck first!

The places they want to sell Indian Tacos are listed below:

LaFayette Apple Festival ( 40,000 + people attend every year )

New York State Fair Summer (1+ million) and Winter Events (25,000+)

Various Food Truck Festivals in Central ( upstate ) NY

Drive in Movie Theaters

Sporting Events

School Fundraisers- if possible- send emails out- about the “Indian Taco Sale” from the school, directly to parents and student’s emails.



**Target Audience/Customer:**

The ideal customer would be anyone who is interested in eating a delicious meal, made with delicious ground beef and fresh ingredients, that is reasonably priced. The appearance of Indian Tacos always makes people's mouth water- once they taste it for the first time, it will become a favorite meal! Most Native Americans say it's their favorite food. We think that people of all races and ethnicities will love Indian Tacos too!

NOTE: Obviously, Vegetarians might not want to eat Beef. But they could certainly order the Fry Bread without the Beef, it's delicious that way also. People who have salt restrictions may prefer a smaller portion of Chili, as there is a high sodium content in the Chili.



This is a final photo of our "Indian Taco." We tried many different proportions of the topping ingredients, until we thought it was perfect. We decided to serve our product on a study plastic plate and cover with aluminum foil. We also decided that we must give our customers a plastic knife and fork.

**Cost Analysis:**

Ingredient List	Measurement of each ingredient per item (oz/tsp/tbsp/cups)	COST per item	Cost of each ingredient per product.
Fry Bread (Flour/milk/ & baking powder) Crisco	1 (5,½ inch- prior to cooking)	1/2 bag 5lb flour= 2 batches + other ingredients= \$8.23/ 12 breads	69 cents
Mexican Chili	½ cup	\$22.07/ 12 cups	92 cents
Iceberg Lettuce	¼ cup	\$2.49/ head	42 cents
Shredded Mexican cheese	½ cup	\$2.99/ 8 oz (2 cups)	75 cents
Diced fresh tomatoes	⅓ cup	\$1.00/1 large	30 cents
Sour cream	2 tbsp.	\$1.99/ 16 oz (32 tbsp.)	13 cents
Hot sauce	1 tbsp.	\$5.62/ 5 oz. (10 tablespoons)	56 cents
Chopped Green onions	1 tbsp	\$0.69/ bunch	12 cents
Sliced black olives	2 tbsp	\$1.39/can	23 cents
9"Plastic plate	1	\$3.39/20	17 cents each
Plastic ware	1 each,knife and fork	\$11.19/ 50 pcs.	44 cents for both

**Authentic Indian Tacos selling price: \$10.00 each**

**Total cost to make product: \$4.73**

**NET PROFIT \$5.27 each - Profit Margin 53%**

**Nutritional Information**

**(1) Indian Taco** ( Keep Fry Bread warm in oven or insulated container )

Fry Bread, cooked in Butter-flavored Crisco

Calories: 195

Calories from Fat 3g

Sodium 185 mg

Cholesterol 0mg

Total Carbohydrates 33g

Dietary Fiber 1.1 g

Sugar .02g

Protein 4.3g

**Mexican Chili**- ( ½ cup serving ) - Keep warm @ 145 degrees F- on the stove.

Calories: 489

Protein 26 g

Carbohydrates 27 g

Fat 31g

Cholesterol 96.5 mg

Sodium 1909mg

**Iceberg Lettuce** ( keep chilled )

Calories 7 Fat 0.0g

Cholesterol 0.0g

Sodium 5.5 mg

Potassium 77.6 mg

Carbohydrate 1.6 g

Dietary Fiber 0.7g

Sugars 1.1g

Protein 0.5 g

**Shredded Mexican Cheese** ( keep cold )

Calories 110  
Total Fat 8 g  
Cholesterol 1 g  
Dietary Fiber 0 g  
Total Sugars 0 g  
Protein 6 g

**Fresh Diced Tomato ( 1 small )** ( keep at room temperature)

Calories 18  
Protein 0.9 g  
Carbohydrates 3.9g  
Sugars 2.6 g  
Fiber 1.2g  
Fat 0.2 g

**Chopped Green Onions** (Keep at room temperature)

Calories 3  
Minimal amounts of other nutrients

**Sliced Black Olives** (keep at room temperature)

Calories 20  
Total Fat 2g  
Cholesterol 0 mg  
Sodium 330 mg  
Protein 0 g

**Safe Food Handling Procedures**

Prior to selling our Indian Tacos- We should make sure that temperatures are at appropriate levels. Cold items should be kept cold, and hot items should be kept hot. The Beef Chili is the most critical ingredient to make sure it remains at 145 degrees minimum. At the end of the time we are selling the Indian Tacos- The Chili should be placed into a refrigerator, right away. It's unsafe to let the Beef Chili cool down slowly. Temperatures below 145, is when bacteria may grow.