



# Top Cut Beef Contest

Pavilion High School  
2020-2021

[agclassroom.org/ny](http://agclassroom.org/ny)  
[nybeef.org](http://nybeef.org)



## Information



Class period 1

Peyton J - Grade 11

Pavilion Central School

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*Due to the Covid-19 pandemic, we were unable to provide a beef producer at this time.*



# The Gopher Garbage Plate

*“Go-for it and try our goods.”*





# What is a Gopher Garbage plate?



*See next slide*

“

*A Gopher Garbage Plate is a spin off of the Rochester, NY famous garbage plate with a hint to our own mascot. A garbage plate is a large mixed serving of foods that is usually covered in a spicy or mild meat sauce with added fixtures of possibly, fries, beans, macaroni salad, etc. Usually, the main components, besides the meat sauce, would be the one or two main meats- usually being, ham/ cheese burger or hot dogs.*

◇

# Garbage Plate History

*An original Rochester dish everyone loves. See next slide.*

The garbage plate was originated out of Rochester, NY and created in 1918 by Alexander Tahou. When first created in his restaurant, Hots and Potatoes, the dish included just about everything the menu had to offer at the time.

Alexander's son, Nick Tahou took over the restaurant which many of us know today as 'Nick Tahou Hots'



But, there are many places in Western NY where you can get Garbage Plates, not just at Nick Tahou Hots. Many places offer their own different versions of the dish in restaurants in or around Rochester such as, Bill Grays, Steve T Hots and Potatoes, The Gate House, and many more.

## Recipe 1- Main components



- 1 beef hot dog
- 1 cheese/ hamburger
- 2 cups of mac salad
- 1 cup of Bush's beans
- 3 cups of meat sauce
- 1 3 ounce serving of fries





## Recipe 2- Meat Sauce



- 1 medium onion, chopped
- 1 teaspoon of oil
- 1 pound of ground beef
- 1 cup of water
- ¼ cup tomato paste
- 1 tablespoon brown sugar
- 1 teaspoon black pepper
- 1 teaspoon cayenne pepper
- 1 teaspoon chili powder
- ½ teaspoon ground cumin
- ½ teaspoon allspice
- ¼ teaspoon cinnamon
- ¼ teaspoon ground cloves
- Salt to taste
- 1 clove garlic, diced or pressed through a garlic press

Cooking directions on slide 13

## Mac Salad Recipe- (see next slide for assembly directions)



- 2 cups elbow macaroni, uncooked
- 1 cup Miracle Whip Original Spread
- 1/2 cup milk
- 1/4 cup Heinz Apple Cider Vinegar
- 2 Tbsp. sugar
- 1/2 tsp. black pepper
- 1 stalk celery, chopped
- 1 small carrot, peeled, shredded
- 1/3 cup parmesan cheese



## Macaroni salad assembly

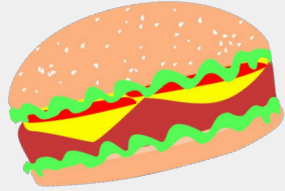


1. Cook macaroni in saucepan of boiling water 11 min.
2. Meanwhile, mix Miracle Whip, milk, vinegar, sugar and pepper, and parmesan cheese until blended.
3. Drain macaroni; place in large bowl. Add vegetables and Miracle Whip mixture; mix lightly.
4. Refrigerate 2 hours.

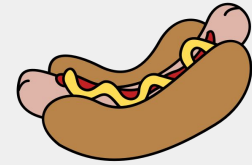
## Instructions for meat sauce



- In a large skillet, fry onion and garlic in oil until soft.
- Add meat and spices, stirring constantly with fork to keep the beef broken up.
- Once the meat browns, add water, tomato paste and brown sugar. Simmer 10 minutes. Go through it with an immersion blender to give it a finer texture similar to triple ground beef.
- Simmer 1 hour, adding water if necessary to keep it moist but not soupy.



## Other components cooking directions



**Hot dog-** Add water to a skillet or frying pan. Cover the surface with half an inch of water. Turn the heat on medium-high. Heat the pan until the water starts to boil off. Gently add the hot dogs. You'll only want to cook a few at a time with this method. Steam them. Roll the hot dogs frequently to get them browned on all sides.

**Burgers-** For medium burgers, cook the patty on one side for three minutes and the other side for five minutes. When you prefer your burger to be done medium-well, cook the patty on one side for three minutes and the other for six minutes.

**French fries (air fryer)-** Place the frozen fries in air fryer basket and spread them evenly over the basket. Air fry potatoes at 400°F for about 15 minutes (about 10 minutes for thin cut fries). About halfway through cooking, shake the basket and gently turn the fries. If needed, cook for additional 1-2 minutes to crisp up.

## Components directions continued-



**Baked Beans- Open can and pour into a medium saucepan. Let beans simmer on medium heat until fully cooked to your desire.**



Our final product



# Our cost analysis

Main Components	Measurement of each ingredient /item	Cost per measurement	Cost of each ingredient per product
Beef hot dog	1 dog	\$5.99/10 count	.60
Hamburger	3 OZ	\$5.89/lb	1.10
Mild cheddar cheese	2 OZ	\$4.49/32 oz bag	.28
Bush's Beans	4 OZ	\$2.89/28 oz	.41
French Fries	3 OZ	\$3.49/26 oz	.40



## Cost Analysis continued

Macaroni Recipe			
Elbow noodles	8 oz	\$1.89/lb	.95
Miracle Whip	4 fl. oz	\$4.49/30 fl. oz	.60
Milk	4 fl. oz	\$2.89/ 64 oz	.18
Apple cider vinegar	2 oz	\$1.39/32 oz	.08
Sugar	1 tbs	\$1. 98/4 lb bag (151 TBS)	.01
Black pepper	¼ tsp	\$1.58/oz	.03
Celery	½ stalk	\$1.99/ head	.10
Carrot	½ carrot	\$2.49/32 oz bag	.08

Ground Beef	2 OZ	\$5.89/lb	0.74
Yellow Onion	1/8 onion	\$1.99/2 lb	.02
Vegetable oil	.125 tsp	\$ 6.98/ 256 TBS	.01
Tomato paste	1 OZ	\$.75/ 6 OZ	.13
Brown sugar	1 OZ	\$3.98/ 4 lbs	.06
Black pepper	.125 tsp	\$5.98/6oz	.14
Chili powder	.125 tsp	\$1.69/2.87 OZ	.06
Ground cumin	.0625 tsp	\$1.99/2 OZ	.04
Allspice	.0625 tsp	\$6.49/OZ	.25
Cinnamon	.03 tsp	\$1.69/2 OZ	.03
Ground cloves	.03 tsp	\$6.49 /10Z	.24
Garlic clove	1/8 clove	\$1.50/3 count bag	.01

**Cost Analysis  
continued for  
the Meat  
Sauce**



## Cost Analysis continued

On the side			
Ketchup	Customer discretion estimate 1 oz	\$2.29/20 oz	.11
Mustard	Customer discretion .5 oz	\$1.99/8oz	.12
		Total food cost	\$6.78

# Packaging and Cost

Packaging	Amount per unit	Cost per measurement	Cost per customer
Take out container	1	\$79/250	.32
Cutlery	1	\$16.41/1000	.02
Napkin	2	\$63.99/6000	.01

Total packaging cost= \$. 35

## Final Cost and profit margin



Determine the final cost per unit: ingredients + container cost + profit

$$\$6.78 + .35 = \$7.13 + \$4.87 \text{ (profit)} = \$12.00$$

WE will sell our product for \$12

$$\text{Profit margin} = \frac{(\$12) \text{ sale price} - (\$7.13) \text{ our cost} = \$4.87}{\$12}$$

$$= \frac{\$4.87}{\$12} \times 100 = 48.7 \% \text{ profit}$$

## TAKE-OUT CONTAINERS



S-20512 FRUIT



S-20513 SALADS



S-20514 ENTREES

Leave no leftovers behind.

- Microwaveable, dishwasher safe.
- Clear lids sold separately.
- Cut-resistant polypropylene.

We would use the 32oz container shown.

### TAKE OUT CONTAINER BASES

MODEL NO.	CAPACITY	DIMENSIONS L x W x H	QTY./ CTN.	PRICE PER CARTON		ADD TO CART	
				1	3+	<input type="text"/>	Add
<a href="#">S-20512</a>	16 oz.	9 x 6 x 1"		\$64	\$60	<input type="text" value="1"/>	Add
<a href="#">S-20513</a>	24 oz.	9 x 6 x 1 1/2"	250	74	70	<input type="text" value="1"/>	Add
<a href="#">S-20514</a>	32 oz.	9 x 6 x 2"		79	75	<input type="text" value="1"/>	Add

### TAKE OUT CONTAINER LIDS

MODEL NO.	FITS BASE	DIMENSIONS L x W x H	QTY./ CTN.	PRICE PER CARTON		ADD TO CART	
				1	3+	<input type="text"/>	Add
<a href="#">S-20515</a>	16/24/32 oz.	9 x 6 x 1"	250	\$65	\$63	<input type="text" value="1"/>	Add

Industrial & Scientific Medical Lab Test & Measurement Safety Janitorial & Facilities Food Service Education Material Handling Materials

Back to results

**Genuine Joe - GJO30403 Heavyweight Fork**  
 Visit the Genuine Joe Store  
 ★★★★★ 429 ratings  
 Amazon's Choice for "plastic forks bulk 1000 count"

Price: **\$16.41** (\$0.02 / Forks) & **FREE Shipping** on orders over \$25.00 shipped by Amazon. Details & FREE Returns

Arrives: **Tuesday, Dec 22** Details  
 Fastest delivery: **Friday, Dec 18**  
 Order within 10 hrs and 25 mins  
 Details

Arrives before Christmas.  
**In Stock.**  
 Qty: 1

Get \$60 off instantly. Pay \$0.00 upon approval for the Amazon Rewards Visa Card. No annual fee.  
 Available at a lower price from other sellers that may not offer free Prime shipping.

Results

**Dixie Ultra Interfold 2-Ply Napkin Dispenser Refill by GP PRO, White, 32006, 250 Napkins Per Pack, 24 Packs Per Case**  
 Brand: Georgia-Pacific  
 ★★★★★ 420 ratings | 28 answered questions  
 Amazon's Choice for "dixie napkins"  
 Climate Pledge Friendly

Price: **\$63.99** (\$0.01 / Napkin) & **FREE Shipping**

## Target Audience :

### Who is your ideal customer?


Any street goer looking for a quick, filling meal. But, we are not looking for a specific audience-- we hope that the product would be appealing to all people passing our cart or finding our marketing platforms.

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

The look of our product and our marketing process. We want our product to look fresh and appealing to the eye though it may be a mash of foods.

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

We will have a food cart that we will travel around to events and have be stationed mostly at the location on our website. We will have a bright colored cart with a big sign on it so it is easy to find and attract new customers.



The  
Importance of  
Zinc, Iron, and  
Protein



## “What is Z.I.P?”

ZINC, IRON, and PROTEIN are important nutrients found in beef.



*Zinc-* Zinc is required for functions of over 300 enzymes and involved in many processes in the body. helps maintain a healthy immune system. 39% daily value (DV).

*Iron-* Without a healthy amount of iron in the body, it can't produce enough oxygen for us to survive. iron helps your body use oxygen. 14% daily value (DV).

*Protein-* Protein builds up our body. helps to preserve and build muscle. protein helps produce enzymes and hormones our body needs. 51% daily value (DV).

More information and clarification at these links

[www.nybeef.gov](http://www.nybeef.gov)

<https://www.beefitswhatsfordinner.com/nutrition>

<https://www.healthline.com/nutrition/foods/beef>

## Z.I.P general information



In just one 3 ounce serving of ground beef, that alone has 5.4mg of zinc with 36% DV. 22g of protein with a 43% DV, and 2.4 mg of iron with a 13% DV. One 3-oz serving of beef provides almost half of your Daily Value of protein. Protein helps support strong bodies. Eating at least 4 ounces of high-quality protein from foods like beef at each meal provides the body with energy to lead an active lifestyle.



## *How will our customers know about the nutrition?*



We can always put it on our social media platforms or links on our website to more details on the topic. We will also put our information physically on our food cart!

- ◆ Beef, safely, can be stored in a refrigeration between 30-40 degrees fahrenheit for 3-4 days or in a freezer under 0 degrees fahrenheit for 6-12 months.
- ◆ -Separate cutting boards and knives for meat and vegetables to avoid cross-contamination.

## Storage and handling



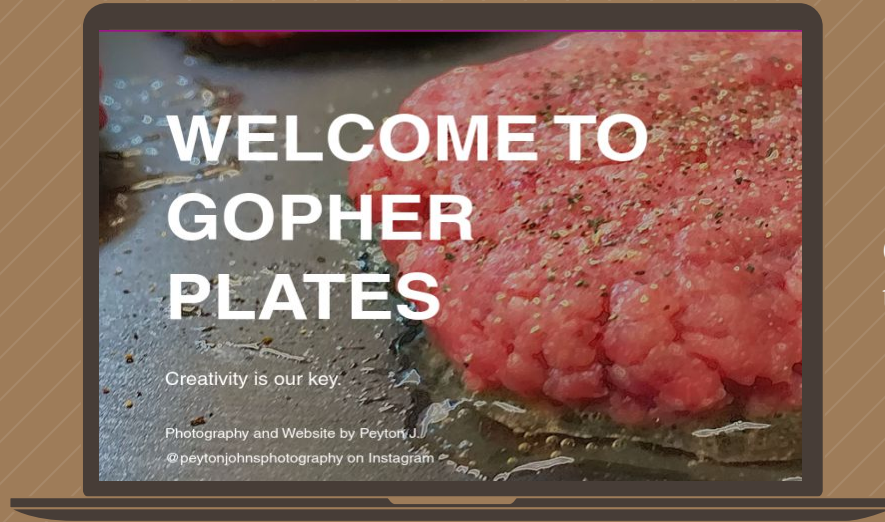
- ◆ To avoid cross contamination, keep your raw meat away from the other ingredients being used.
- ◆ After handling raw meat or eggs, make sure you wash your hands with soap and water.
- ◆ Don't use the beef after the sell-by date- can cause illness.

- ◆ Make sure your burgers are cooked to 160 degrees fahrenheit.
- ◆ While keeping foods warm, keep them at a temp. of 140 degrees fahrenheit.
- ◆ Wear a mask, gloves, hairnets, and have long hair pulled back.



# Marketing

## Our Website



Click the link provided  
to visit our website!

<https://gophergarbageplate.wixsite.com/website/blog>

## Our Twitter and Instagram



Please open your cellphone camera and hold it on the code, click on the link for it to take you to our accounts!



**GOPHERGARBAGEPLATES**

# Thanks!

**Any questions?**

*Contact us on our website or email us  
gophergarbageplate2020@gmail.com*

