

# High School Submission Form

## *Sweet n' Savory Steak Bowl*



### **Introduction**

Product Name: *Sweet & Savory Steak Bowl*

School Name: *Berne Knox Westerlo Central School*

Teacher Name: *Michaela Kehrler & Jill Daviero*

Teacher Contact: [michaela.kehrler@bkwschools.org](mailto:michaela.kehrler@bkwschools.org)

Phone: *(603) 520-1469*

Beef Producer Partner: *Neil McConnelee, Looking Up Farms*

### **Product**

#### **Product Description**

Product Name: *Sweet n' Savory Steak Bowl*

Our Sweet n' Savory Steak Bowl is a beef and vegetable bowl, using a teriyaki marinade for the beef, quinoa and mixed greens to replace rice, and using a stir fry that includes peppers, cucumbers, peas and/or other available vegetables. For another twist that also makes use of NYS products, apples sliced into cubes can also be included (Gala apples recommended). \*This recipe can easily be modified to fit the needs of students who have special dietary needs including gluten-free.

[National School Breakfast and Lunch Program](#)

**Slogan: *Mooooore Interesting, Mooooore Delicious.***

## Recipe



### Sweet n' Savory Steak Bowl

4 beef Tri-Tip Steaks, cut 1 inch thick (about 4 ounces each)

1 cup cooked quinoa

Mixed Greens

1/2 teaspoon garlic salt

4 teaspoons toasted sesame oil, divided

1 cup teriyaki marinade

1 Gala Apple, sliced into cubes

1 Red Bell pepper strips

2 Broccoli crowns

1 Cucumber, cubed

Additional Possible Vegetables (Most vegetables work)

Shredded carrots, sliced green onion, sliced fresh pea pods, shelled edamame,

### Directions:

1. Prepare quinoa according to package directions. Set aside to cool.
2. Meanwhile, cut Tri Tip Steak into 1/4-inch thick strips. Season steak with garlic salt.
3. Heat 1 teaspoon sesame oil in large nonstick skillet over medium-high heat until hot. Add beef; stir-fry 1 to 2 minutes or until outside surface of beef is no longer pink. Remove from skillet and keep warm.

4. Heat remaining sesame oil in same skillet over medium-high heat until hot. Add broccoli and red pepper strips; cook 4 minutes, stirring frequently.

## **Storage & Handling**

*We adhere to strict food safety guidelines and address the 4 C's of food safety: Clean, Cook, Chill & Combat cross-contamination. We keep our school kitchen clean, sanitized and wash our hands regularly and wear: gloves, masks, aprons and hairnets/bandanas. Our beef is cooked to an internal temperature of 145 degrees Fahrenheit and maintained at proper temperature. The food is stored in a freezer and/or refrigerator until being freshly prepared. Our staff works hard to uphold all USDA food safety standards including avoiding any chances of cross-contamination.*

### **Nutrition Check for Learning:**

Describe the importance of ZIP (zinc, iron & protein) found in beef.

*The importance of ZIP (zinc, iron & protein) are as follows:*

*Zinc: Helps your immune system and metabolism function, as well as wound healing and your sense of taste and smell. A 3 oz. serving of cooked beef provides: 39% of the daily value of zinc.*

*Iron: Helps make hemoglobin and myoglobin. A 3 oz. serving of cooked beef provides: 14% of the daily value of iron.*

*Protein: Made up of amino acids, which your body uses to build and repair muscles, bones, hormones, and enzymes. A 3 oz. serving of cooked beef provides: 51% of the daily value of protein.*

*\*Nutrition information was sourced from: <https://www.beefitswhatsfordinner.com/nutrition>*

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

*Our plan to educate the students at BKW is to:*

- *Put educational advertisements about the school lunches (including the Sweet n' Savory Steak Bowl) on the television in the entry lobby, and on the slide shows on the teacher's Promethean Boards in each classroom.*
- *Hang up signage in the cafeteria, classrooms and also the senior lounge.*
- *Have Mr. Clark our Food Service Director, meet with students in the Agriculture and Health Classes to educate students on the benefits of consuming beef.*
- *Have the FFA members pass out samples at a table during the lunch periods to try new beef recipes.*



- *Share the following websites & social media platforms at/with the above approaches as well as list them on the marketing materials:*
- <http://www.explorebeek.org/nutrion.html>
- <https://www.beefitswhatsfordinner.com/nutrition>
- *Facebook & Instagram: “Beef. It’s What’s For Dinner”*

## **Market Analysis**

### **Target Audience**

Who is your ideal customer or target audience?

***Our target audience are all of the students in the Secondary Building (grades 6-12) at Berne Knox Westerlo Central School. We have a high percentage of students who eat Free and Reduced Lunch and who rely on the healthy food that our school provides. We recognize the importance of educating our young consumers on the health benefits of a well-rounded meal, which includes beef.***

What are the audience’s most influential factors when purchasing your beef product?

***The most influential factors that lead students to purchase our product are the smell, sight and taste of our product. We believe that when the product is being made the smell of the teriyaki beef will entice the students to want to try our product.***

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

***Our Garden Gala: Sweet n’ Savory Steak Bowl is available in the Secondary Cafeteria at Berne Knox Westerlo Central School. The cafeteria is a clean, well-lit and inviting facility for students to sit down and enjoy their lunch.***

### **Marketing/Brand**

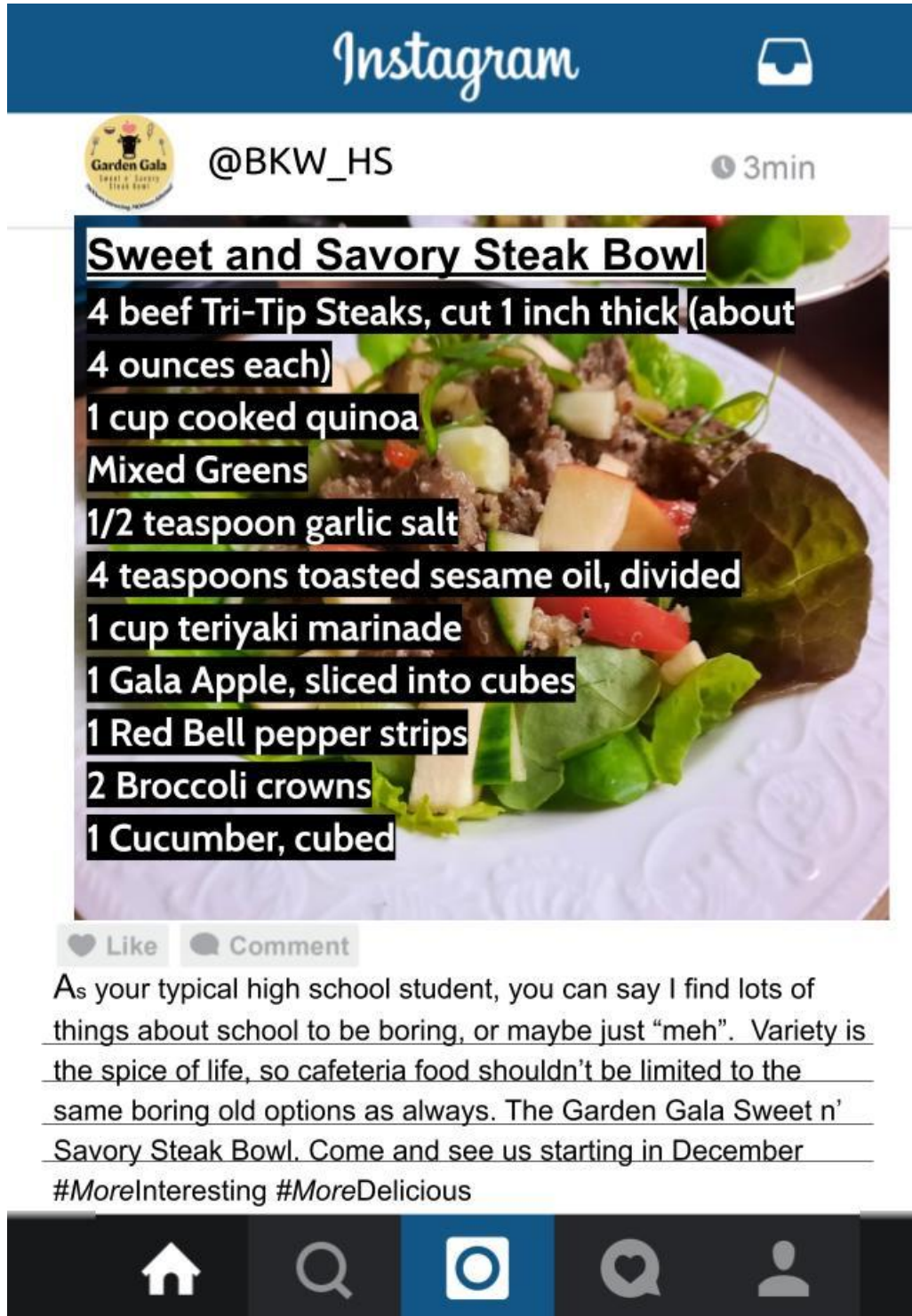
1.) Website: (Please click the blue “Garden Gala” link below to access our website - don’t forget to check out each of the linked pages on our website!)

[Garden Gala](#)



2.) Social Media Posts:

a.) Instagram:



b.) Facebook:

The image is a screenshot of a Facebook post from the user @BKW\_HS. The post features a circular profile picture for 'Garden Gala Sweet n' Savory Steak Bowl' and two photographs of the steak bowl. The post text describes the meal as a combination of teriyaki marinated steak, quinoa, gala apple slices, and various greens and vegetables. It highlights the nutritional benefits of the ingredients, such as the protein and zinc in tri-tip steak and the antioxidants in quinoa and fruits. The post includes interaction options like 'Like', 'Comment', and 'Share', and shows several 'Like - Reply' buttons.

**Garden Gala**  
Sweet n' Savory  
Steak Bowl

@BKW\_HS

Timeline About Friends Photos More ▾

About

Worked at BKW MS/HS  
Lives in Berne, NY  
From  
Followed by people

Friends

Likes

Status Photo / Video Life Event

Public Post

Like Comment Share

Like - Reply

Like - Reply

Like - Reply

The Garden Gala Sweet n' Savory Steak Bowl puts four of the five food groups together in one bowl, combining teriyaki marinated steak with quinoa, gala apple slices, and a variety of greens and vegetables into a single, unique meal. And it not only sounds good, it *is* good. Tri-tip steak not only fulfills at least 50% of your daily protein and zinc intake, but also 15% of your daily iron intake, and is combined with antioxidant and vitamin-rich quinoa and mineral and vitamin-rich fruits and vegetables. Variety is the spice of life, so cafeteria food shouldn't be limited to the same boring old options as always. The Garden Gala Sweet n' Savory Steak Bowl. *More Interesting, More Delicious.*

Like Comment Share

Like - Reply

Like - Reply



c.) Twitter:



# Garden Gala

@BKW\_HS

twitter

Following



## Sweet and Savory Steak Bowl

As your typical high school student, you can say I find lots of things about school to be boring, or maybe just “meh”. Variety is the spice of life, so cafeteria food shouldn't be limited to the same boring old options as always. The Garden Gala Sweet n' Savory Steak Bowl.  
#MoooreInteresting #MoooreDelicious

Edit Margin Move with text

Reply Retweet Favorite More

3.) Flyer:

“Improve school lunches all together with this amazing Steak Bowl.”

## The Garden Gala: Sweet n' Savory Steak Bowl

“Has almost all things necessary for school aged kids and teens within just one meal!”

The Garden Gala Sweet n' Savory Steak Bowl puts four of the five food groups together in one bowl.

It Utilizes:

- teriyaki marinated steak with quinoa
- gala apple slices,
- A variety of greens and vegetables

It not only sounds good, it is good for you. Tri-tip steak not only fulfills at least 50% of your daily protein and zinc intake, but also 15% of your daily iron intake, and is combined with antioxidant and vitamin-rich quinoa and mineral and vitamin-rich fruits and vegetables.



Scan here for the Recipe:



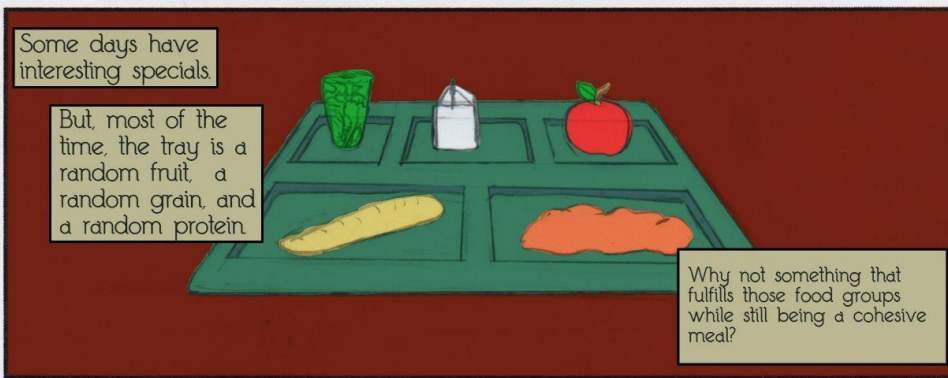
Our contact information and location:

- (518) 558-2333
- 65 North Ave. Berne NY, 12122
- gardengalabeef@gmail.com
- Twitter: @BKW\_HS
- Instagram: @BKW\_HS
- Facebook: @BKW\_HS

4.) Print Ad/Graphic Novel: (3 pages)

Garden Gala Presents.

# More Interesting, More Delicious!



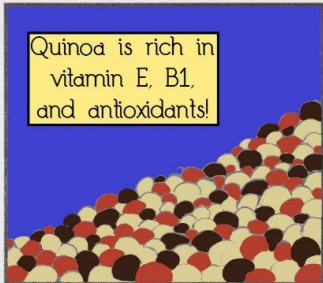




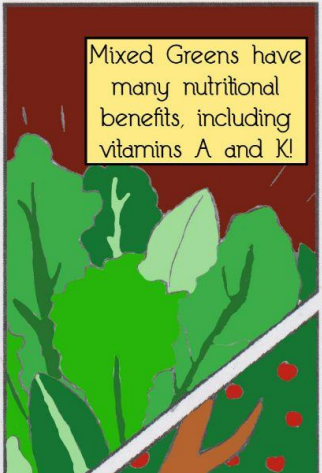
The Garden Gala Sweet n Savory Steak Bowl puts four of the five food groups together in one bowl...

Combining teriyaki marinated steak, quinoa, gala apples, and a variety of greens and vegetables into a unique meal.

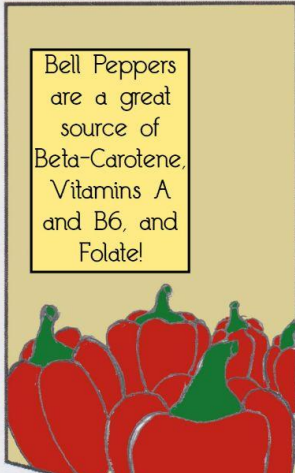
And it not only sounds good, it is good!



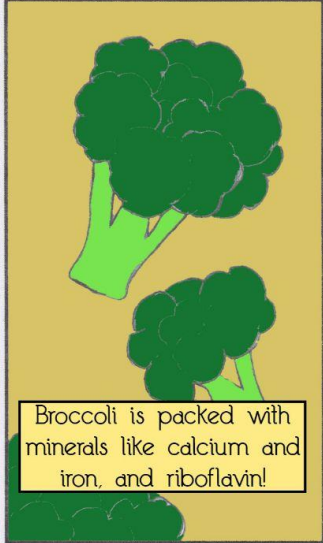
Quinoa is rich in vitamin E, B1, and antioxidants!



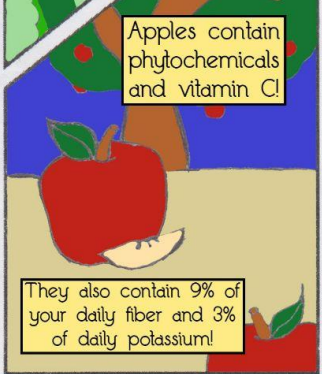
Mixed Greens have many nutritional benefits, including vitamins A and K!



Bell Peppers are a great source of Beta-Carotene, Vitamins A and B6, and Folate!

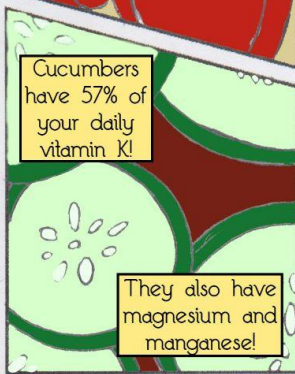


Broccoli is packed with minerals like calcium and iron, and riboflavin!



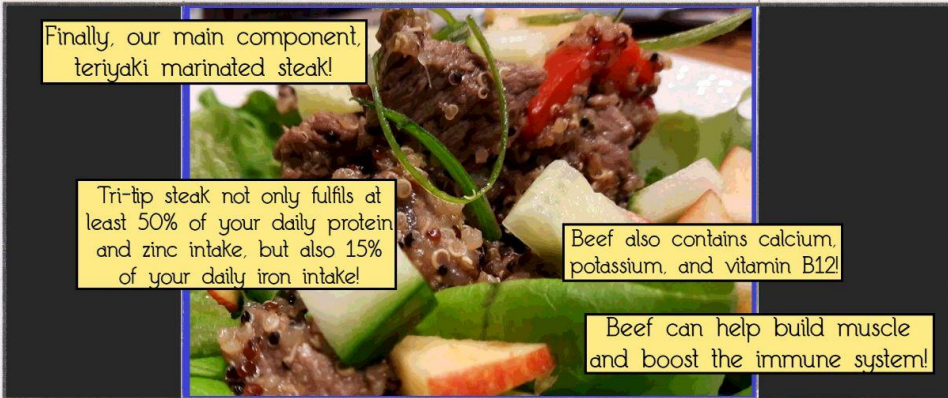
Apples contain phytochemicals and vitamin C!

They also contain 9% of your daily fiber and 3% of daily potassium!



Cucumbers have 57% of your daily vitamin K!

They also have magnesium and manganese!



Finally, our main component, teriyaki marinated steak!

Tri-tip steak not only fulfills at least 50% of your daily protein and zinc intake, but also 15% of your daily iron intake!

Beef also contains calcium, potassium, and vitamin B12!

Beef can help build muscle and boost the immune system!



Variety is the spice of life!



Cafeteria food shouldn't be limited to the same boring options.



*The Garden Gala Sweet n' Savory Steak Bowl! More Interesting, More Delicious!*



5.) Advertisement - Nutritional facts to be scrolled on school's flat screen tvs in public areas and in cafeteria: (4 slides)



## **Zinc**

- in fact, a 100-gram (3.5-ounce) serving of raw ground beef contains 4.8 mg of zinc
- which is 44% of the Daily Value
- helps the immune system fight off invading bacteria and viruses.
- make proteins and DNA, the genetic material in all cells.
- During pregnancy, infancy, and childhood, the body needs zinc to grow and develop properly.

- 3 oz of steak has 85 g of zinc

# Iron

- For many men and women, a single steak dinner combined with iron-rich vegetables and sides could easily satisfy daily iron requirements.

- There is 6 mg of iron in a 251 grams piece of steak

- When you eat red meat like steak, you can absorb around 2.5 milligrams per 3 oz. of meat

- Increases energy level

- The iron in red meat contains the heme molecule that the body craves.

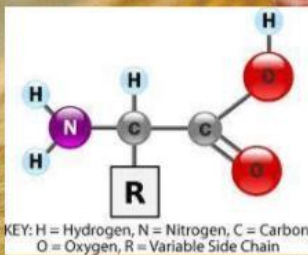


# Protein

The protein is highly digestible, around 94% compared with the digestibility of 78% in beans and 86% in whole wheat

- Cooked red meat contains 28–36 g/100 g, because the water content decreases and nutrients become more concentrated during cooking

- Raw red meat contains around 20–25 g protein/100 g





## Cost Analysis

Below is the cost analysis that we worked on with our Food Service Director, Lateef Clark at Berne Knox Westerlo Central School.

Top Beef Contest			
Recipe: Beef & Quinoa Bowl		Yield: 50 Portions	
Venue: BKW		Portion Size: 1 Serving	
Scale:			
INGREDIENTS	AMOUNTS		PROCEDURE
	QUANTITY	UNIT	
Tri Tip Steak	8	lb	Marinade for steak is 3 onion pureed, 1 bulb of garlic 16 oz low sodium soy, 2 cups Vegetable Oil.. Blend unti it's a smooth paste
Quinoa	10	lb	
Mixed Salad Greens	4	lb	
Garlic Salt	1	tablespoon	
Sesame Oil	8	oz	
Teriyaki	16	oz	
Gala Apple(Sliced)	10	ea	
Red Pepper	5	ea	
Broccoli Florets	6	lb	
Cucumbers	3	ea	
Other Optional Vegetable			
Sheaded Carrots	1	oz	
Scallions	1	oz	
Fresh Pea Pods	1	oz	
Shelled Edamame	1	oz	

Cost	Extension
\$9.89	\$79.12
\$1.52	\$15.20
\$3.85	\$15.40
\$0.35	\$0.35
\$0.50	\$4.00
\$1.69	\$27.04
\$0.98	\$9.80
\$1.49	\$7.45
\$1.32	\$7.92
	\$0.00
	\$0.00
\$0.09	\$0.09
\$0.09	\$0.09
\$0.05	\$0.05
\$0.05	\$0.05
\$0.05	\$0.05
	\$0.00
	\$0.00
	\$0.00
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	\$0.00
	\$0.00
<b>Total Cost:</b>	\$166.61
<b>Sale Price:</b>	
<b>Food Cost:</b>	#DIV/0!

Revision Date:

Cost analysis for this meal:

***This meal costs \$3.32 to make + \$0.29 per carton of NYS Milk = \$3.61 currently students are not charged this school year due to the USDA ERS "National School Lunch Program" waving the cost of meals for students.***

### Packaging:

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

***Our Steak Bowl will be developed in a compostable paper bowl that is more environmentally friendly, especially as NYS is soon to be "styrofoam free".***



***Compostable Paper Bowl: 125/pk @ \$17.50 = \$0.14/ea.***

***Plastic Forks: \$19.99/1000 = \$0.02***

***Plastic Knives: \$23.19/1000=\$0.04***

***Total Cost of Packaging w/utensils: \$0.20/per meal***

Profit Margin:

***\*Since this is a school setting, we are not aiming to make a profit but to provide healthy meals for our students.***

***Final Cost Per Student: \$3.81***

