



Food Innovations

FCCLA STAR Events Information

(Students Taking Action with Recognition)

Food Innovations, an individual or team event, recognizes participants who demonstrate knowledge of the basic concepts of food product development by creating an original prototype formula, testing the product through focus groups, and developing a marketing strategy. Participants will demonstrate their knowledge of food science, nutrition, food preparation safety, and product marketing. Participants must prepare a display, suggested product packaging, and an oral presentation. *Event is offered to members in the following categories: Junior (through grade 9), Senior (grades 10-12), Occupational (grades 10-12)*

Project Connections

Top 5 Skills Students Report Learning Through Participation

- Creativity
- Teamwork
- Responsibility and Time Management
- Decision Making or Problem Solving
- Public Speaking

Career Clusters



National Family and Consumer Sciences Standards

- Reasoning for Action Comprehensive Standard
- 2.0 Consumer and Family Resources
- 3.0 Consumer Services
- 8.0 Food Production and Services
- 9.0 Food Science, Dietetics, and Nutrition
- 14.0 Nutrition and Wellness

Common Career Technical Core/Career Ready Practices

- 2.0 Apply appropriate academic and technical skills.
- 3.0 Attend to personal health and financial well-being.
- 4.0 Communicate clearly, effectively, and with reason.
- 5.0 Consider the environmental, social and economic impacts of decisions.
- 6.0 Demonstrate creativity and innovation.
- 7.0 Employ valid and reliable research strategies.
- 8.0 Utilize critical thinking to make sense of problems and persevere in solving them.
- 9.0 Model integrity, ethical leadership and effective management.
- 11.0 Use technology to enhance productivity.
- 12.0 Work productively in teams while using cultural/global competence.

FCCLA Programs



Projects may qualify to compete at the annual National Leadership Conference.
Turn this page over to see examples of projects from across the nation and participation data.
For information on state participation, contact your state adviser.



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Examples of Food Innovations Projects:

“For our project we made granola bars consisting of items we purchased from our local grocery store. The granola bars are healthy and quick snacks for a busy modern family or teens in the morning. We ran three trials of granola bars and took constructive criticism after our first two batches. After receiving the feedback we made modifications to our product and our final result was much better in texture, smell, and taste than our first two trials.” Virginia FCCLA Members

“Choco-nana quinoa oatmeal is a nutritious breakfast. We decided to create it so that students not eating breakfast would be interested. Choco-nana oatmeal includes the ancient grain quinoa and only takes 15-20 minutes to prepare.” Utah FCCLA Members

“We want offer a healthy alternative for soda or energy drink that not only adds flavor but is a nutritional bonus to a teen’s diet. To achieve our goal, we recruited Culinary I students to sample our product and be a part of our focus group. Throughout this project we have learned how to market a food product, and sell it on a local level, and the benefits of different types of fruits and vegetables.” Tennessee FCCLA Members

“We developed a main dish containing a minimum of 10 grams of fiber in a one-cup serving for families with children between the ages of 2-15. We researched the benefits of fiber for children and teenagers and made our meal based on our research. We tested our product in focus groups of 5-10 individuals. We had the focus groups give us feedback and we continued our project based on that.” Ohio FCCLA Members

Food Innovations by the Numbers: 2017-2018

Participants Nationwide: 634 teams, 1256 participants

Categories: Junior, Senior, Occupational

Type of Event: Career Focused

Nationwide Impact: 27,916 people

86% of Food Innovation participants indicated this event is extremely or very useful to their future.
34% of Food Innovation participants indicated they would pursue higher education related to the career chosen in their project.

To learn more about FCCLA STAR Events, visit the national FCCLA website, www.fcclainc.org, or email starevents@fcclainc.org.



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