

## **INNOVATIVE FOOD PRODUCT DEVELOPMENT COMPETITION**

### **a) INTRODUCTION**

This competition is one of the activities for the undergraduate students held in conjunction with the MIFT 13th National Food Science and Technology Competition 2023 organized by Monash University Malaysia (MUM) and the Malaysian Institute of Food Technology (MIFT).

### **b) OBJECTIVES**

1. To develop team working skills while integrating individual contributions among students
2. To encourage innovative and creative thinking skills through the development of new food products
3. To encourage student involvement in MIFT's activities

### **c) ELIGIBILITY**

- a. Each contestant must be a registered Food Science/Food Technology/Food Nutrition undergraduate student at the University he or she is representing during the semester prior to the competition.
- b. Each team must comprise of **6-10 students**.
- c. Each institution can send only **ONE (1)** team for the competition.
- d. Completed registration should be submitted through [registration form \(bit.ly/3IPCrac\)](https://bit.ly/3IPCrac) by 30<sup>th</sup> April 2023.
- e. A **description of the product** in not more than 150 words should be sent to [13mift2023@monash.edu](mailto:13mift2023@monash.edu) by 30<sup>th</sup> April 2023.

**d) GENERAL RULES**

1. Entries for the competition should consist of a presentation of the actual food product and poster display.
2. Products should be prepared and brought to the exhibition booth on the day of the competition. Samples for judges tasting must be provided.
3. The following information shall be displayed at the booth:
  - Product name
  - Product description
  - Technology
  - Product formulation/ingredients
  - Process flow diagram
  - Price/cost estimation
4. Product packaging should include the following information:
  - Product name
  - Product description/use
  - Price
  - Nutrition labeling (proximate)
  - Ingredients
  - Name of the institution
  - Net weight
5. Each team shall present a 15 minutes presentation to the judges about their product. Presentation slides (e.g. Microsoft's Power Point) or video may be used during the presentation.

**e) CRITERIA FOR EVALUATION**

The competition will be evaluated based on the following criteria:

No.	Criteria	Max score
1.	<b>Thought process for developing product</b> (Idea generation, market study, focus group, costing)	20
2.	<b>Sensory evaluation, product concept, product attributes and consumer appeal</b> (Overall appearance, taste, aroma, texture, flavour, acceptance of product concept, fulfilling consumer needs, wholesomeness, product appearance and quality)	15
3.	<b>Technological innovations</b> (Process and technology application, appropriate usage of technology for production)	15
4.	<b>Novelty and uniqueness</b> (Innovations in product ideas, usage and originality)	15
5.	<b>Packaging design and labeling information</b> (Labeling, nutrition information, based on food regulations; design appeal and relevancy)	15
6.	<b>Poster information and product presentation</b>	15
7.	<b>Q &amp; A</b> (quality of answering questions thoroughly and concisely)	5
	<b>Total points</b>	<b>100</b>

**f) JUDGES**

A panel of 5 independent judges from various organizations/food industries will evaluate the product based on the above criteria. Judges decisions are final.

**g) AWARDS**

All participants will receive a certificate of participation. The best product, 1<sup>st</sup> runner up and 2<sup>nd</sup> runner up will be awarded.

**h) HOW TO ENTER**

1. All entries should be made through the respective representative of the university.
2. Competition Registration Form with product description must be submitted by 30<sup>th</sup> April 2023.
3. Food products for competition **MUST** be ready for exhibition by 8.30 am on the competition day. The product must be displayed till 5.30 pm, judging of the product and booth will start at 2.30 pm.
4. Facilities (eg: freezer, fridge, cooker *etc*) for the final presentation of products will not be provided. Two tables (2 x 6 ft) and a poster board of (8 x 4 ft) will be provided.

**Should there be any inquiries, please write to [13mift2023@monash.edu](mailto:13mift2023@monash.edu) (Attn to Associate Professor Siow Lee Fong)**

**For more information, please visit: <https://www.monash.edu.my/science/news/mift-2023>**