

New Food Products & Their Impacts



What are new food products

Definition:

A food or beverage item that is new to the market or has been significantly altered or improved compared to existing products



What are examples of recent new food products

Odd Bunch (2018)

Edible Cutlery- <https://ediblecutlery.au/>

Gluten Free Tim Tams

Pasta Straws

https://pasta.life/?srsid=AfmBOoqBvAsZiSgXNy_1wt3wvqdGIC3_F4qwOrljEwn92TIZHhc97x

Link to new food product list:

<https://www.taste.com.au/galleries/new-food-products-hit-australia/ay3kc46o?page=6>



Impact on Society

Environment

Can have both positive and negative impacts on the environment, depending on the choices made during the product's lifecycle.

Plant Based meat → lower greenhouse gas emissions, reduced land and water use, and decreased pollution.

Nutrition

Can improve nutrient through fortification and reformulation, and can promote healthy eating habits.

Fortified: Fortified foods are products that have added micronutrients.

Technology

Can create new technology for food production, refine existing technology, combine existing technologies in new ways.

3D printing food with certain texture.



Activity

In Pairs:

Create an infographic for your own new food product.

Be able to have 2-3 minute pitch on your product



Required Information

What is your product?

- *What does it look like?*
- *How does it taste?*
- *How is it used?*
- *When is it used?*

Target Market

- *Who is your target customer?*
- *Age group*
- *Lifestyle*
- *What are their needs (dietary, cheap alternatives, ect.)*

3 Reasons why your target user would want to buy your product?

List at least 3 key features of your product:

- *Where are your ingredients from?*
- *Kind of packaging?*

How does your product impact society in a positive way?

Environment, nutrition or technology

What's your slogan or marketing message?

What does the packaging look like, if relevant?

Sketch or describe.



Example

SNACKCYCLE BARS

What is your product?

SnackCycle Bars are tasty snack bars made from surplus fruits and vegetables that would normally go to waste. They come in a variety of flavours like banana-beet and carrot-coconut.



TARGET MARKET

Teenagers and busy adults who want a healthy, eco-friendly snack on the go

FEATURES & BENEFITS

- ✓ Made from upcycled fruits and vegetables (reduces food waste)
- ✓ High in fiber, vitamins, and natural energy
- ✓ Fully compostable wrapper - no plastic



SOCIAL IMPACT

SnackCycle Bars help fight food waste by using ingredients that would otherwise be thrown away.

GOOD FOR YOU. GREAT FOR THE EARTH.



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Pitch Time!

