

Golden Jubilee Celebrations of UAF (1961-2011)

FOOD PRODUCT DEVELOPMENT COMPETITION 2011

February 24, 2011
Faisalabad-Pakistan



In collaboration with

**Pakistan Society of Food Scientists & Technologists
Nestle Pakistan Limited**



Organized by

**National Institute of Food Science & Technology
University of Agriculture
Faisalabad, Pakistan**

Tel: +92 41 9201105

Fax: +92 41 9201439

FOOD PRODUCT DEVELOPMENT

Food scientists are involved in nearly everything related to the food we eat. In addition to ensure that our food is safe and nourishing, they are also involved in developing new food products. When you see something new on the supermarket shelves, you can be sure that a team of Food Scientists has helped bring those items from an idea to the market place. They work in multi-disciplinary teams with suppliers, nutritionists, sensory analysts, analytical chemists, marketing specialists, flavorists, microbiologists and food engineers to meet the public demand. In general, there are three phases of product development i.e. product definition, implementation and finally introduction in the market. Each phase has key milestones which should be reached for a successful new product introduction. Every year approximately more than 0.1 million new food and drink products are launched globally. That's around 300 for every day of the year. These must be carefully formulated, tested and should meet food safety and quality standards before introducing in the market. Even then, many products don't succeed even though they have gone through the entire process. It has been estimated that only around 30,000 to 50,000 products finally succeed. A new product is one that is totally new or a different version of something already in the market. Newly developed foods need to appeal a particular market segment or niche. The appeal might be changing lifestyles, convenience, health or fitness, age, status, changing demographics and many other reasons as determined by the market research. Food product development is one of the many career areas of food science. It is a team effort and requires input from many sources. The consumer is an important component of food product development. The main objective of the current activity is to create entrepreneurship skills among the students.

UNIVERSITY OF AGRICULTURE, FAISALABAD

The University of Agriculture, Faisalabad (UAF) emerged as a result of up-gradation of the famous Punjab Agricultural College and Research Institute (PACRI) in 1962. Since its inception the scope of studies in the University has broadened manifold to include diverse curricula. PACRI was a premier institution in its own right for agriculture education. It had catered to the teaching and research needs of the entire Indo-Pak subcontinent till its partition in 1947. The magnificent building of PACRI speaks volumes of its grandeur.

The University campus is spread over an area of 1950 hectares. The lush green campus is a conglomeration of monolithic blocks built in modern style. The old building, a reminiscent of the traditional Muslim architecture, reminds of the Punjab Agricultural College and Research Institute, which now houses the Faculty of Sciences.



University of Agriculture, Faisalabad

NATIONAL INSTITUTE OF FOOD SCIENCE AND TECHNOLOGY (NIFSAT)

NIFSAT was established as Food Technology Section in the then Punjab Agricultural College and Research Institute, Lyallpur in 1959-60. It was given the status of Department in 1962. Realizing the importance of the discipline in Pakistan, the Department was upgraded to Institute of Food Science and Technology in 2003 which has further been elevated to the National Institute of Food Science & Technology in 2007. NIFSAT is a pioneer institution in the country and has strong interactions with public and private sector institutions/organizations at national and international levels. Ever since its establishment in 1959-60, this Institute has trained people for newer institutions in this field and growing sector of food processing and preservation industry.

THE TASK

1. To create a new product that meets one of the Top 10 food trends mentioned below:

- Eating in (prepared meals, meal kits)
- Premium, gourmet, and exotic food

- Single-serve pre-made meals
- Food with texture, crispness, and crunch
- Food for kids
- Low-calorie, lactose-free, gluten-free and/or low-fat
- Locally grown/organic/fair trade produce
- Functional foods
- Beverages
- Snacks

2. Create a poster with the following information:

- Product name, Product picture, Target market, Description of the product including: Package type (e.g. can, glass bottle, pouch in box) and Serving size (e.g. single or multi-serve), Ingredients, Shelf-life etc.

RULES AND REGULATIONS

1. The newly developed products should be processed foods
2. There will be four categories of the products: fruits & vegetables, beverages, milk and meat based products and baked products.
3. The participating teams must be from food technology or home economics disciplines. They must be registered with the organizers upto 15th January 2011.
4. The logistic support will be provided by the organizers.
5. The decision of the judges will be final.

PRIZE

Rs. 5000.00	1 st Prize
Rs. 3000.00	2 nd Prize
Rs. 2000.00	3 rd Prize
Rs. 1000.00	(10 prizes)

* Certificates for each participant

CONTACT AND INFORMATION

Dr. Mian Kamran Sharif

Assistant Professor

National Institute of Food Science & Technology
University of Agriculture, Faisalabad-38040, Pakistan.

Tel : +92-41-9201105; **Fax:** +92-41-9201439

Cell: +92-333-8608341; **E-mail:** mks_ft@yahoo.com