



FIC  
**FOOD FIGHT**

# ABOUT THE COMPETITION

The FIC Food Fight competition was developed through an alliance with the Mid-Ohio Foodbank (MOF). Our mission is to inspire innovative food products that satisfy MOF clients. Ohio State student teams are invited to propose new products that make underutilized foods more appealing, affordable, longer lasting and nutritious. This is a great opportunity to collaborate with like-minded, innovative individuals who share an interest in combining good food science and social responsibility.

## THE IMPACT OF HUNGER

Food insecurity exists when individuals and families lack access to enough food for an active, healthy life. The most recent data from the USDA Economic Research Service on household food insecurity in America says that 14.3% of all households experience food insecurity at some point during the year. Hunger impacts almost 20 million households – or 49.1 million individuals nationwide.

### IN YOUR COMMUNITY

Hunger is a pervasive reality in Ohio. The 2014 Hunger in Ohio report prepared by the Ohio Association of Foodbanks states that 668,000 households – about 2 million people – receive assistance through the foodbank system. That amounts to 17.8% of our total state population. Ohioans made over 9 million visits to local food pantries in 2014 in order to meet basic food necessities. Our state ranks 8th nationally in prevalence of food insecurity, a position fueled by unemployment, low wage jobs, and food stamp cuts. Many Ohioans living in hunger often make tough choices between food and other essentials like medical care, housing, utilities, and transportation - making a difficult situation even worse.



The MOF annually provides food to over half a million people living in central and eastern Ohio. Traditionally, food is donated from manufactures, grocery stores, distributors and through community events such as food drives. In recent years, the MOF has targeted the 3 billion pounds of fresh produce left in the fields so that foodbank clients can have increased access to fruits and vegetables. In 2014, the MOF delivered 21 million pounds of fresh fruits and vegetables from “farm to fork”, making fresh food an option for many Ohioans while decreasing the amount of food waste. Innovation can present new challenges in the fight to end hunger. Fresh produce has a shorter shelf life than shelf stable dry and canned goods. The MOF seeks creative solutions in the form of new food products that incorporate the fresh supply of fruits and vegetables and the basic needs of food pantry clients.

*We can make a difference, but we need your help!*

Sources:

“2014 Annual Report.” Mid-Ohio Foodbank, 2014. Web. <[https://www.midohiofoodbank.org/Mid-OhioFoodbank\\_2014AnnualReport.pdf](https://www.midohiofoodbank.org/Mid-OhioFoodbank_2014AnnualReport.pdf)>.

Coleman-Jensen, Alisha, Christian Gregory, and Anita Singh. “Household Food Security in the United States in 2013.” United States Department of Agriculture Economic Research Service, 1 Sept. 2014. Web. <<http://www.ers.usda.gov/media/1565415/err173.pdf>>.

“Hunger in Ohio 2014.” Ohio Association of Foodbanks, 2014. Web. <[http://ohiofoodbanks.org/docs/publications/hunger\\_in\\_OH\\_2014\\_summary.pdf](http://ohiofoodbanks.org/docs/publications/hunger_in_OH_2014_summary.pdf)>.



# RULES

## Who can compete?

Any undergraduate or graduate multi-disciplinary student team currently enrolled full or part-time at The Ohio State University as of January 11, 2016. Teams should be comprised of 2 or more students.

## Competition Rules

1. SPONSOR: The Ohio State University Food Innovation Center (FIC), Parker Food Science and Technology Building, 2015 Fyffe Rd., Rm. 213, Columbus, OH 43210-1007. The FIC is responsible for all aspects of the contest. Decisions made by the FIC are final.

### 2. OVERVIEW:

[a] This contest will be conducted in two rounds commencing January 1, 2016, and ending April 19, 2016. Round 1 is the judging of preliminary proposals and round 2 is the judging of the final product consisting of a written, oral and product tasting evaluation.

[b] Each student team and team captain must be identified in the preliminary proposal.

[c] The product must meet the needs of the clients of the Mid-Ohio Foodbank. Important criteria include taste, convenience, and easy-to-store.

[d] The main ingredients must be commonly available to Ohio foodbanks (listed on page 9).

[e] External industry mentors and faculty advisors are encouraged. If possible, identify advisors in the preliminary proposal.

[f] Each team must enter round 1 with a preliminary proposal due by midnight **March 1, 2016** that will be judged by Ohio State faculty, Mid-Ohio Foodbank representatives and industry executives. All round 1 teams will be notified by email by **March 7, 2015**.

[g] Finalists that advance to round 2 will submit a final product proposal due on or before 5pm **April 15, 2016**. Each team will present its final product at the FIC Food Fight Final Product Showdown on **April 19, 2016**. Finalists will give an oral presentation and their product will undergo a product tasting by the judges. The judges will select the Grand, First Place and Second Place prize winners.

3. INTELLECTUAL PROPERTY: Current Ohio State student intellectual property and patent (IPP) rights apply here. The full IPP policy can be found at <https://tco.osu.edu/wp-content/uploads/2013/09/PatentCopyrightPolicy.pdf>. The policy states that:



*The University will ordinarily transfer or waive its rights to student inventors or creators where the use of University facilities, equipment, or other resources has been properly authorized unless:*

- 1. Faculty or staff involvement is substantial and University desires to exercise its rights based on this involvement.*
- 2. The work is part of a large work over which the University intends to exercise its rights.*
- 3. The use of such University facilities, equipment, or other resources is substantially in excess of the norm for educational purposes.*

The FIC has no additional restrictions or rights. As student rights are different than faculty and staff, student inventions are preferred. Teams may enter their products into additional competitions if rules allow.

4. LIMITATIONS: By entering this contest, a team and each of its members agree that:

[a] The team has all rights, licenses, permissions and consents to submit the contest materials in accordance with the rules;

[b] No person or entity other than the team has any right, title or interest to any part of the contest materials; and

[c] None of the members have any agreement or arrangement that interferes with the team's entering this contest and granting rights or that would conflict with any other documentation required.

The FIC may disqualify any team in violation of these limitations at any time.

5. PRIZES:

[a] One Grand Prize: Three Thousand Dollars (US \$3,000) to be shared by all members of a team.

[b] One First Place Prize: One Thousand Two Hundred and Fifty Dollars (US \$1,250) to be shared by all members of a team.

[c] One Second Place Prize: Seven Hundred and Fifty Dollars (US \$750) to be shared by all members of a team.

Teams are only those persons listed in the final proposal. Total of all prizes: US \$5,000. All prizes will be awarded provided a sufficient number of eligible entries are received.



## 6. PROCEDURE:

[a] **Round 1:** Preliminary proposals submitted by **March 1, 2016** will be judged on the following criteria:

- |                         |           |
|-------------------------|-----------|
| • Appeal to MOF Clients | 40 points |
| • Product Innovation    | 20 points |
| • Budget and Timeline   | 20 points |
| • Shelf-life Extension  | 10 points |
| • Quality of Proposal   | 10 points |

All teams that score 80 points or higher will advance to Round 2. Each team will receive its respective scores and the judges' anonymous comments. Preliminary proposal formatting and submission requirements are as follows:

(1) Each team must submit their preliminary proposal via e-mail (in a single PDF file) to [fic@osu.edu](mailto:fic@osu.edu) by midnight **March 1, 2016**.

(2) The preliminary proposal is two pages or less, excluding the title page. Images or graphics are not required. If provided, images must be within the page and margin limits.

(3) The title page must list in this order: title, names of all team members with a star\* by team captain, affiliations, contact information, industry/faculty advisors (if utilized), and a 100 word or less description of the product.

(4) The preliminary proposal must be a PDF with a 12point font, double-spaced, with 1 inch margins in a standard 8.5 x 11 letter format.

[b] **Round 2:** Finalists must attend a FIC Food Fight product advising meeting on **March 24, 2016**. This is a great opportunity to receive valuable feedback! Finalists will pitch their product idea in a "speed-networking" setting to various industry experts, MOF representatives, and Ohio State faculty members. Finalists will create a poster display that describes their product for the FIC Food Fight product advising meeting.

Finalists must submit a final proposal via e-mail (in a single PDF file) to [fic@osu.edu](mailto:fic@osu.edu) due on or before **April 15, 2016**, and present their products to the judges for a product tasting and oral presentation at the FIC Food Fight Final Product Showdown on **April 19, 2016**.

Final proposals and presentations will be scored on a basis of 100 points:

- Final Written Proposal = 40 points
- Product Tasting and Appeal = 40 points
- Oral Presentation = 20 points

For the final proposal, the requirements are as follows:

- a. Product description, including the following:
  - i. Product formulation
  - ii. Labeling (Nutritive value, PDP, ingredient statement and preparation)
  - iii. Claims – truthful and not misleading
  - iv. Shelf life estimate
  
- b. Commercial process description
  - i. Process description and basis for selection (What other processes were considered?)
  - ii. Process flow chart
  - iii. Cost analysis
  
- c. Relevance to consumer
  - i. Appeal and relevance to clients of the Mid-Ohio Foodbank
  - ii. Product novelty (innovative, sustainable, etc.)
  - iii. Potential market beyond MOF clientele
  - iv. Sensory/consumer tests or focus group results  
(This can be informal. You do not need to use the sensory lab.)

Final proposal formatting and submission requirements are as follows:

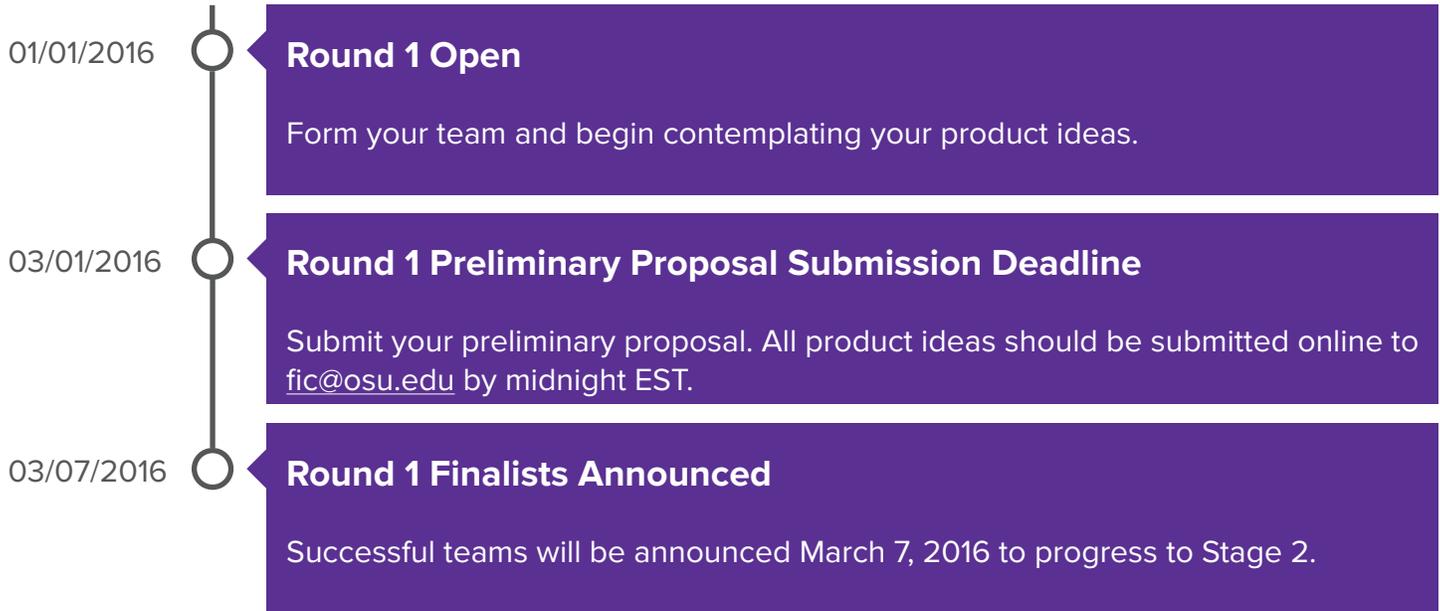
- (1) The final proposal should be 5-10 pages, excluding the title page. Images or graphics are not required. If provided, images must be within the page and margin limits.
  
- (2) The title page must list in this order: title, names of all team members with a star\* by team captain, affiliations, contact information, industry/faculty advisors (if utilized), and a 100 word or less description of the product.
  
- (3) The preliminary proposal must be a PDF with a 12point font, double-spaced, with 1 inch margins in a standard 8.5 x 11 letter format.

**FIC Food Fight Final Product Showdown.** Finalists will give a ten minute oral presentation at the FIC Food Fight Final Product Showdown, followed by a five minute Q&A session with the judges. Finalists will need to provide product samples as part of their presentation.



# KEY DATES

## Round 1



## Round 2



# PRIZES

## **Grand Prize**

A check to the winning team for \$3,000.

## **First Place**

A check to the first place team for \$1,250.

## **Second Place**

A check to the second place team for \$750.

# BENEFITS

## **Great for your résumé/CV**

The Ohio State University is an internationally known and respected organization. Taking part in a creative competition such as this will be a great addition to any student's résumé/CV.

## **Work with professionals**

Every team that makes it to Stage 2 will be assigned an industry advisor to help them develop their ideas. In addition they will have access to some of Ohio State's renowned faculty experts.

## **Networking opportunities**

Meet industry leaders, business innovators and various OSU faculty experts throughout the competition. Interact with fellow students from various disciplines from the university.

## **Learn and discover at every stage**

Access coaching to develop your idea that could change the world, be part of a community of like-minded innovators and refine your skills to help prepare you for an exciting and fulfilling career.

## **Develop your ideas**

This is your chance to develop your idea with industry and university support, or to apply your studies to a practical, real-world problem. Ideas in the competition have the potential to generate interest from the private sector.



# AVAILABILITY OF NATIONAL PRODUCE

All Year: Carrots, Onions, Potatoes, Cabbage, Flour, Milk Powder, Vegetable Oil, Sugar, Nuts, Chocolate (purchase)

## JANUARY

Broccoli  
Cauliflower  
Oranges  
Grapefruits

## FEBRUARY

Broccoli  
Cauliflower  
Oranges  
Grapefruits

## MARCH

Broccoli  
Lettuce  
Oranges  
Grapefruits

## APRIL

Zucchini  
Peas  
Broccoli  
Lettuce

## MAY

Zucchini  
Broccoli  
Peas  
Apricots

## JUNE

Corn  
Lettuce  
Watermelon  
Cantaloupe  
Peaches  
Apricots

## JULY

Cucumbers  
Tomatoes  
Squash  
Corn  
Green Beans  
Lettuce  
Watermelon  
Cantaloupe  
Peaches  
Apricots  
Plums

## AUGUST

Cucumbers  
Corn  
Eggplant  
Tomatoes  
Squash  
Green Beans  
Lettuce  
Watermelon  
Cantaloupe  
Peaches  
Plums

## SEPTEMBER

Eggplant  
Pumpkins  
Tomatoes  
Squash  
Lettuce  
Apples  
Peaches

## OCTOBER

Pumpkins  
Winter Squash  
Broccoli  
Sweet Potatoes  
Apples  
Peaches

## NOVEMBER

Pumpkins  
Winter Squash  
Sweet Potatoes  
Broccoli  
Oranges  
Pears  
Apples  
Peaches

## DECEMBER

Sweet Potatoes  
Broccoli  
Cauliflower  
Pears  
Oranges  
Grapefruit

