

MODULE FOD3130: THE FOOD ENTREPRENEUR

Level: Advanced

Theme: Management

Prerequisite: FOD1010 Food Basics

Module Description: Students plan, test and market a food product or products.

Note: The Food Entrepreneur focuses on development, testing and/or marketing of a food product. Management skills emphasized in “Managing the Venture” will enhance student success in this module.

Module Parameters: Personal or commercial food preparation facility.

Curriculum and Assessment Standards

Module Learner Expectations	Assessment Criteria and Conditions	Suggested Emphasis
<p><i>The student will:</i></p> <ul style="list-style-type: none">• identify and describe a variety of food trends• identify food ventures within the community• identify appropriate regulations and describe procedures for ensuring food safety in the implementation of a particular food venture	<p><i>Assessment of student achievement should be based on:</i></p> <ul style="list-style-type: none">• research project in which the student describes and explains:<ul style="list-style-type: none">– trends in food and eating patterns– influences on and acceptance of food trends– food ventures in the community– regulations and procedures for ensuring food safety and for labelling and sale of foods. <p><i>Assessment Tool</i> <i>Research: The Food Entrepreneur, FOD3130–1</i></p> <p><i>Standard</i> <i>Achieve a minimum performance rating of 3 in applicable areas of assessment</i></p>	20

MODULE FOD3130: THE FOOD ENTREPRENEUR (continued)

Module Learner Expectations	Assessment Criteria and Conditions	Suggested Emphasis
<p><i>The student will:</i></p> <ul style="list-style-type: none"> • select, plan, prepare and analyze a food venture • show a project plan for a food venture describing the entrepreneurial potential 	<p><i>Assessment of student achievement should be based on:</i></p> <ul style="list-style-type: none"> • project plan: Working individually or as a group, students will plan a food venture. Students will document each stage including: <ul style="list-style-type: none"> – description of product/service – target market – budget – marketing plan – food testing – selection of appropriate packaging – production plan – quality control procedures. <p><i>Assessment Tool</i> <i>Framework for Assessing a Project Plan: The Food Entrepreneur, FOD3130–2</i></p> <p><i>Standard</i> <i>Achieve a minimum performance rating of 3 in applicable areas of assessment</i></p>	<p>30</p>
<ul style="list-style-type: none"> • prepare and evaluate food for the venture 	<ul style="list-style-type: none"> • practical lab experiences in which the student prepares and evaluates the food for the venture. All food will meet or exceed the criteria for quality products. <p><i>Assessment Tool</i> <i>Lab Assessment: Advanced Level, FODLAB–3</i> <i>Product Standard Scorecard: The Food Entrepreneur, FOD3130–3</i> <i>Safety and Sanitation Checklist, FODSSC</i></p> <p><i>Standard</i> <i>Achieve a minimum performance rating 3 in applicable areas of assessment</i> <i>All sections have been completed accurately</i></p>	<p>40</p>
<ul style="list-style-type: none"> • describe the personal or career relevance of the competencies developed within the module, and identify labour market dynamics that may be significant for career choices 	<ul style="list-style-type: none"> • module reflection in which the student will complete one of the following: <ul style="list-style-type: none"> – <i>Career Research: Advanced Level, FODCAR–3</i> – <i>Job Shadow Assessment, FODJS</i> – <i>Career Profile Guide, FODCPG</i> – <i>Evaluation of Oral Presentation or Demonstration, FODPRES.</i> <p><i>Standard</i> <i>All sections have been completed accurately</i></p>	<p>10</p>

MODULE FOD3130: THE FOOD ENTREPRENEUR (continued)

Module Learner Expectations	Assessment Criteria and Conditions	Suggested Emphasis
<p><i>The student will:</i></p> <ul style="list-style-type: none"> demonstrate basic competencies. 	<p><i>Assessment of student achievement should be based on:</i></p> <ul style="list-style-type: none"> observations of individual effort and interpersonal interaction during the learning process. <p><i>Assessment Tool</i> <i>Basic Competencies Reference Guide and any assessment tools noted above</i></p>	<p>Integrated throughout</p>

Concept	Specific Learner Expectations	Notes
<p>Nature of Food</p>	<p><i>The student should:</i></p> <ul style="list-style-type: none"> describe trends in foods, considering aspects such as: <ul style="list-style-type: none"> origin of foods production methods processing methods packaging techniques nutritional significance emotive significance of foods prestige value. 	<p>Locally produced versus imported; ethnic foods.</p> <p>Comfort foods.</p>
<p>Consumerism/ Ecology</p>	<ul style="list-style-type: none"> describe trends in eating patterns, considering aspects such as: <ul style="list-style-type: none"> traditional meal patterns percentage of food dollar spend on eating away from home alternatives for eating out patterns influenced by social and ecological issues patterns influenced by health concerns inventory factors that contribute to the evolution of food trends, such as: <ul style="list-style-type: none"> needs wants culture demographics psychographics geographics 	<p>Fast food, food fairs, fine dining, etc.</p> <p>Environmentalism, global concerns.</p> <p>Vegetarian.</p> <p>Education, income, age.</p> <p>Lifestyle, buying habits, attitudes, opinions.</p>

MODULE FOD3130: THE FOOD ENTREPRENEUR (continued)

Concept	Specific Learner Expectations	Notes
Consumerism/ Ecology (continued)	<p><i>The student should:</i></p> <ul style="list-style-type: none"> • relate food trends with psychological, social and cultural needs of individuals and families • describe changes in the last five years including reasons for such changes • predict changes in the coming five years, considering pitfalls and opportunities these trends present. 	
Management	<ul style="list-style-type: none"> • identify food ventures in the community, considering: <ul style="list-style-type: none"> – food services and/or food products provided – market niche occupied – marketing strategies – criteria for success • propose a food venture, including: <ul style="list-style-type: none"> – mission statement – food services and/or food products provided – target market – criteria for success • create, carry out and evaluate a marketing plan for a food venture • create, test and adapt a production plan • create and implement quality control procedures • describe financing availability for the venture • assess the strengths and weaknesses of the food venture. 	<p>Caterers, restaurants, food stores, specialty food stores, farmers markets.</p> <p>Venture may include cafeteria menu, after school or snack break sales, restaurant catering for school functions or sports events, outside catering (weddings, office parties, etc.).</p> <p>May include layout of kitchen, eating area, etc.</p>
Safety, Sanitation and Equipment	<ul style="list-style-type: none"> • identify procedures for ensuring food safety • identify food labelling regulations • identify regulations governing the sales of foods • demonstrate procedures for maintaining food safety • identify and resolve equipment safety and sanitation as it pertains to The Food Entrepreneur. 	

MODULE FOD3130: THE FOOD ENTREPRENEUR (continued)

Concept	Specific Learner Expectations	Notes
Preparation and Presentation	<p><i>The student should:</i></p> <ul style="list-style-type: none"> • prepare and package or present food items suitable for the food venture, demonstrating: <ul style="list-style-type: none"> – efficiency in production – consistency in quality – monitoring and control of inventory • evaluate the success of the food item for the planned venture. 	<p>Compare packaging techniques to consumer response</p> <p>Consider taste/ palatability, cost, quality, suitability.</p>
Career Exploration/ Portfolio	<ul style="list-style-type: none"> • describe career options where skills developed in The Food Entrepreneur are particularly important • describe various occupational and entrepreneurial roles related to this module. 	

