

	Grade Boundary: High Merit
2.	<p>For Merit, the student needs to undertake in-depth brief development to address an issue within a determined context.</p> <p>This involves demonstrating how the specifications allow a judgement of an outcome's fitness for purpose in the broadest sense.</p> <p>This student has developed a brief for a gluten free food bag product to feed a family of five. Not seen in this exemplar is evidence of the establishment of the issue, need or opportunity, and explanation of related context considerations. The student has also reflected on views of key stakeholders and the context considerations throughout the evidence.</p> <p>There is sufficient depth in the evidence to place the sample at High Merit. The student has demonstrated why the specifications allow a judgement of an outcome's fitness for purpose in the broadest sense.</p> <p>Consideration of the outcome's technical (1) and social acceptability (2) is seen throughout the final brief, and the final specifications also allow judgement of the:</p> <ul style="list-style-type: none"> <li>• sustainability of resources used (3)</li> <li>• cultural appropriateness of trialling procedures (4)</li> <li>• health and safety (5).</li> </ul> <p>For Excellence, the student could have provided more specific details of how wider stakeholder feedback informed development of the brief, in particular the final specifications.</p>

**My brief**

I have developed my food bag recipes for my chosen client. I have conducted trials, taken on stakeholder feedback, researched and changed my product until it suited my clients specifications.

My client has specific food requirements throughout the whole process the health and safety of my client will be a priority. I have chosen the [REDACTED] family as my client because one of the family members is coeliac. This gives me a challenge to develop a healthy well balanced meal while keeping it gluten free. The aim was to help give the family delicious meals that are gluten free. Making it easier for the family as constantly coming up with new meal ideas that are gluten free can become quite difficult.

I also chose this family because they have a young child which can make meals more difficult but also this makes the product more appealing for many families. I was easily able to talk to the family about what kinds of food their child enjoys.

**Initial Specifications were**

- My product will be 100% gluten free (Social)
- The meals will take no longer than 45 minutes to prepare and cook (Social)
- The meals will include flavours that complement each other and be really tasty. I will know this from a sensory analysis (Social)
- The food bag needs to appeal to all members of the client group (Social)
- My food bag must be kept fresh and safe during transportation (Social)
- My food bag meals will minimise wastage from leftover ingredients (Social)
- My food bag must cost no more than \$15 per meal (Social)

After much research and talking to stakeholders we trialled and refined three different food bag recipes. Teriyaki chicken poke bowl, Honey Glazed Ginger Garlic Salmon with cauliflower couscous and Vietnamese Lemon Grass beef rice paper rolls.

After researching different food bag companies I discovered it is important the food bag offers suitable nutrients, is not too difficult for people to make and the packaging is either recyclable or reusable. People don't like lots of plastic. I then added these three specifications.

- The meals should be able to be made in a domestic kitchen so shouldn't include high tech or specialty equipment
- The ingredients will allow for balanced meals including a range of nutrients from each of the food groups.
- My food bag will be packaged as sustainably as possible materials

**Wider Considerations.**

- **Time.** Our time was not too important as it is a food bag. We were not cooking; just organising all the ingredients and recipes for our client. When it came to delivering the food bag time it did matter as we had to take it to them when they are home. As the family I am making the food bag for has plenty of time to cook the dinner (I consulted them about this) the time it took to cook the recipe was not a major issue.
- **Skills.** Skills were a consideration as it was important we made sure the recipes required a very low, limited skill set. The meals are reasonably simple as they will not be using any technical equipment. Only equipment everyone has in their own home.
- **Portion** size was important as we wanted to ideally make sure there is zero wastage. We wanted to make sure what was in the bag was only what you need and a good amount of food. We also didn't want to portion sizes to be too small as there must be portion sizes to keep people filled. The portion size was for 5 people taking into consideration that one is a child.
- **Shelf life.** It was not super important as once the family got the food bag the food was used or put in the fridge and cooked a day or two later. However it was important to make sure the foods that will go off or bad first were used on the first day/cooked before the other meals. Any of the staple ingredients, like the rice, that we used could easily be put in the pantry and will last for more meals.

- **Money/ cost to make.** After consulting with the family they do not need super cheap meals so this was not super important, it is not their issue. However making things gluten free became quite expensive if you are not careful. So was still important to keep the price reasonable or else the client may not want to continue using our product.
- **Culture.** The culture of my clients is that they usually all want to eat at the table together, it is a time for everyone to catch each other up on their day. Therefore although this is not a super important consideration it is still a consideration. This is another bonus of making the meals gluten free so the celiac family member does not feel like the odd one out not being able to eat something or even having dinner by themselves (at a separate time).
- **Food Safety.** As the food bag could potentially be left on someone's doorstep if they are not home it is important to have ice packs if this is the case. In order to keep the food safe and healthy we will always deliver the food when we know the client is home so they can put the food straight in the fridge. To be extra safe we will still keep the meat etc cold with cool packs. Another thing we have to be cautious about when it comes to the clients health is obviously keeping all gluten out of the recipes and watching out for hidden gluten such as soy sauce.

### Final Brief

- My product was **100% gluten free** as we substituted many ingredients from recipes such as gf soy sauce and cauliflower couscous rather than regular gluten containing couscous. This prevents the person who is gluten intolerant from getting sick. This couscous ended up making the meal healthier as the carbs are better for you and even tastier as parsley and lime was added to it.
- My food bag was **over 80% recyclable** as we used a cardboard box to put everything in and paper bags for almost all ingredients. Only the sauces were put in plastic containers which can be worked on but it is still in line with my specification that it will be packaged with at least 80% recyclable materials.
- My third specification is that it will take **no longer than 45 minutes** to cook each meal as a family of 5 is assumably very busy and the household may be very hectic especially with young kids. Each meal was tested and takes 30 minutes or less which is even better than my specification. This was an important specification because after hearing the speaker from my food bag I realised that super complicated recipes that take a long time did not do well. The reason people order food bags is to make their life easier not harder.
- Another one of my specifications is for the meals to **well balanced and healthy**, the meals are all well balanced with healthy carbs and fats and plenty of protein in each meal. This was important as the meals are gluten free which causes the person eating these meals to be lacking certain nutrients and the young child is growing and it is important for kids to eat healthy because of this.
- My food bag **appeals to my client group** as it was celiac friendly, kid friendly, family friendly due to the quick easy meals. I know this from the feedback I received as we trialled the recipes. The meals were all **very tasty** and I know this from sensory analysis and the **flavours did complement each other** and the family said they were really tasty. I also know this from a sensory analysis.
- The food bags were easily kept fresh during transportation as I placed ice packs in the cardboard box, I also made sure the client was home when I dropped it off so the food could go straight in the fridge. This organisation and the ice packs resulted in this specification being met.
- After many trials I figured out that the original recipe for the poke bowl had too many vegetables left over and the salmon dish made too much cauliflower couscous. After this realisation I altered the recipe so there was a **limited amount of food wasted** which was successful according to my client.
- All meals were **'easy' to make** as stated by my client and this is because all meals required minimal equipment and all equipment that was needed was not high tech it was the type of equipment found in every domestic kitchen, such as basic knives, micing bowl, fry pans, spatula, wooden spoons, cutlery. This specification was successful.
- My food bag did end up **no more than \$15 per meal.**