

**Louisiana FFA
Food Science CDE
Product Development
Rubric**

1. Principle Display Panel (PDP)

- a. Required Elements
 - i. Statement of Identity (25 pts correct) _____
 - ii. Net Wt Statement
 - 1. U.S. Customary (12 pts) _____
 - 2. Metric (13 pts) _____
 - iii. Target Market (25 pts)
Does the PDP appeal to the Target Market? _____
 - iv. Creativity
 - 1. (25 pts)
- b. **Total PDP** _____(100 pts)

2. Sketch

- a. PDP—Information Panel Location _____(25 pts)

3. Information Panel

- a. Nutrition Facts (100 pts) _____
Subtract 3 points per incorrect component _____
- b. Ingredient Statement-Correct (25 pts) _____
- c. Allergen Statement (25 pts) _____
- d. Manufacturer Information (25 pts) _____
- e. **Total Information Panel** _____(175 pts)

4. Questions

_____ (100 pts)

Team Score

TOTAL _____ (400 pts)