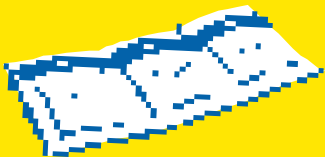
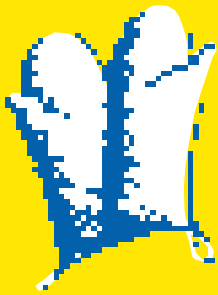




# ROLLING IN THE DOUGH



underwritten by  
**Fleischmann's® Yeast**





## Age

9–18 (For youth 9–12, have an older youth or adult on each team.)

## Time Required

3–7 hours, one or two sessions

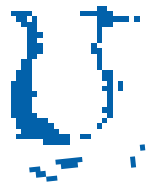
## Location

Indoors with kitchen facilities, including refrigerator, running water, and oven

## Materials

(Please feel free to copy this list and use as a shopping list.)

- copies of Handouts 1, 2, 3, 4, 5
- pencils
- bread machines
- bread machine cookbooks and instructions
- bread flour
- whole wheat flour
- milk or nonfat dry milk
- eggs
- water
- bread machine or rapid rise yeast
- margarine
- sugar
- salt
- measuring spoons
- measuring cups
- mixing spoons
- serrated knife
- paper towels
- brown paper bags
- construction paper
- glue sticks
- markers
- scissors
- computer and printer (optional)
- price list of ingredients (optional)
- nutritional analysis computer program (optional)



# ROLLING IN THE DOUGH





Additionally, the following optional ingredients:

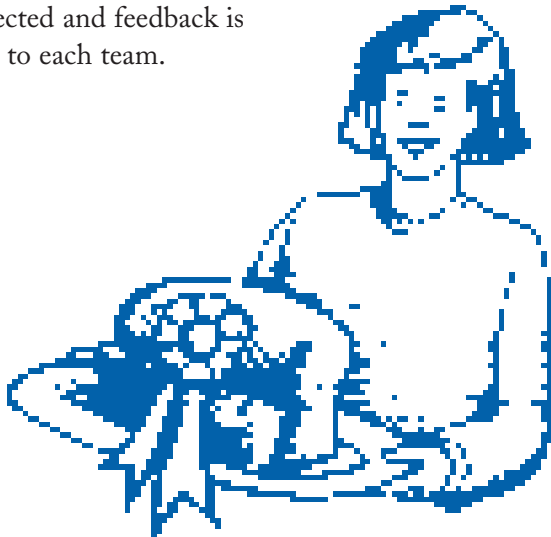
- |                       |                     |
|-----------------------|---------------------|
| — rye flour           | — caraway           |
| — cornmeal            | — cardamom          |
| — vegetable oil       | — chili powder      |
| — honey               | — cinnamon          |
| — Parmesan cheese     | — dill weed         |
| — plain yogurt        | — ginger            |
| — raisins             | — Italian herbs     |
| — almonds             | — lemon peel        |
| — pecans              | — minced onion      |
| — candied peel        | — poppy seed        |
| — confectioners sugar | — pumpkin pie spice |
| — fruit juices        | — molasses          |
| — lemons              | — sesame seed       |
| — oranges             | — thyme             |
| — dried basil         | — chocolate chips   |

## Objectives

To create, present, and market a new bread product. To recognize the different workers needed to create a new product. To experience the steps involved in creating a new product.

## Activity Summary

Youth work in teams to develop a new bread product, including the package, label, and marketing plan. They prepare a prototype and present their product and plan to the group. The Best New Product is selected and feedback is given to each team.



## Station Set-up

Create as many work stations as you have teams (five participants per team, more if you are working with a large group). As an option, you may wish to create a single, large work station with all ingredients and enough room for teams to mix their breads. Each work station should have:

- = bread machine
- = bread machine cookbooks and directions
- = bread flour
- = sugar
- = salt
- = bread machine or rapid rise yeast
- = water
- = nonfat dry milk powder
- = margarine
- = measuring cups and spoons
- = mixing spoons
- = serrated knife
- = paper towels
- = pot holders
- = construction paper or brown paper bag
- = pencils
- = markers
- = scissors
- = glue stick
- = price list of ingredients (optional)
- = nutritional analysis computer program, computer, and printer (optional)

In addition, include optional ingredients. You can use other ingredients found in your kitchen or grocery store, such as sun-dried tomatoes and cranberries if you wish. Provide each team with the same choice of ingredients.

Make copies of Handouts 1, 2, 3, 4, and 5 (pages 4 through 8). Review the information carefully. This is a lengthy activity with many components. It's best to be prepared.

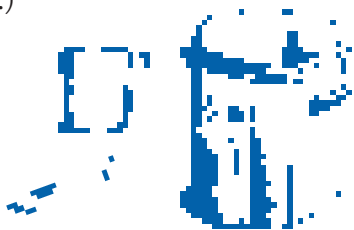


## Doing the Activity

Explain that participants will be organized into teams of five or six. Each team represents a company. The company mission is to create a new bread product using a bread machine. Each team member will take on a specific role in the company. Since the companies operate under a teamwork concept, everyone should freely give advice, even outside their area of expertise. All teams are pursuing a common goal – to introduce a hot-selling new bread to the market.

Explain that teams will have about four hours to develop and bake their bread recipes, design their packages, and decide upon marketing plans.

Assign each team a station, and give copies of Handouts 1, 2, 3, 4, and 5 to every person. Handout 1 explains the company mission and gives roles to play. Handout 2 explains what materials are available to make the new product, along with some tips for baking the bread in the bread machine. (Be sure to thoroughly review this information and give any necessary demonstrations before you proceed.) Handout 3 includes basic bread machine recipes that can be used by teams. (Participants may prefer to use the recipes included in the cookbook that came with the bread machine.)



Handout 4 explains how to do a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis and how to develop and present a marketing plan. Finally, Handout 5 should be used to judge team presentations.

Explain that teams may use paper bags, markers, and construction paper to design marketing materials, including bread wrappers or logos. Explain that each team will give a 10-minute presentation on the new bread, how it was created, and how it will be marketed.

Give teams a few hours to create their new products and marketing plans. Circulate freely to answer questions.

After teams have finished developing their products, let them make presentations to the larger group. Each individual should score the teams using Handout 5 (a maximum of 200 points is possible). Tabulate scores at the end, and announce the winner of the Best New Product.



## Reflect and Apply

Ask the following questions of the teams:

- Do you consider your product successful? Why or why not?
- Why is it important to think about consumer preferences when creating a new product?
- Would you buy the product you made?
- How would you compare the cost of bread machine-baked bread to that of hand-made or store-bought bread? (You may wish to use a group matrix to compare costs.)
- What did you learn about breads?

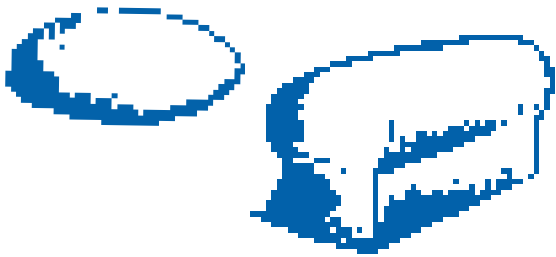


Find out if individuals were able to strengthen workplace competencies and foundation skills:

- Did your group work well as a team? Did any problems arise? How did you resolve them? (*Interpersonal skills.*)
- How successful was your SWOT analysis? Can you envision other situations in which you might use this technique? (*Interpersonal skills.*)
- What problems, if any, did you have in operating the bread machine? (*Technology.*)
- Why do corporations give different tasks (and titles) to people? How can people work together to make one product? (*Systems.*)
- List a skill you used today and tell how it can be used in the workforce.

If individuals have started journals, ask them to write in response to the following question:

- Is it better to create a product for a market that you have firmly in mind (for example, skateboarders on the West Coast) or a product (for example, glow-in-the-dark hair combs) and then try to find a market?

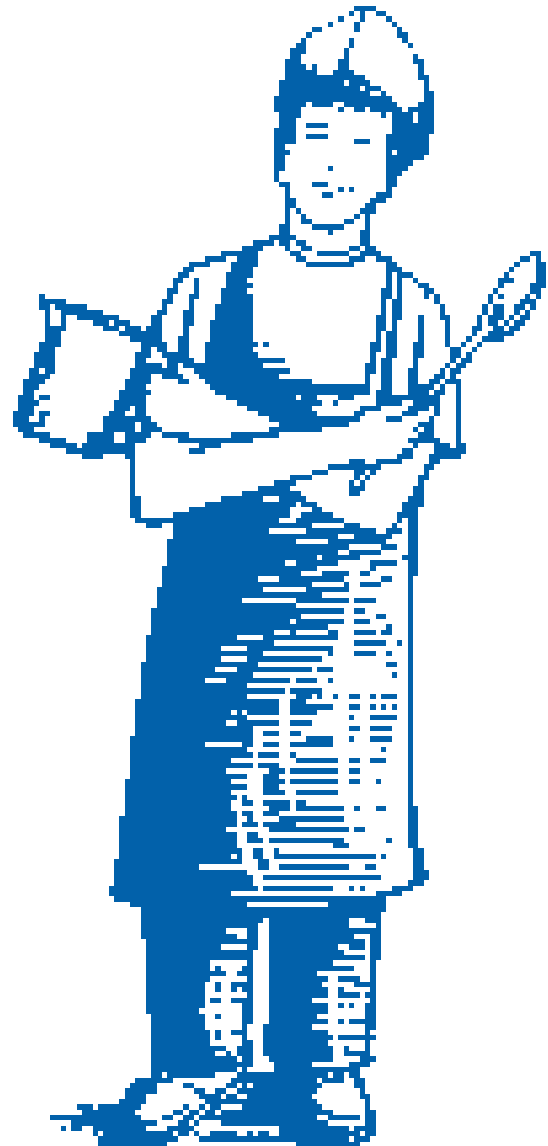


## Evaluation

Who ultimately decides what types of products get made? (*Consumers. If they won't buy them, the company won't make a profit.*) What is marketing? (*The process of selling a product to a person by showing it in a positive light and setting it apart from competition.*) Why do we study what consumers like before we make things? (*So we know if there will be a market for the items.*)

## Career Contemplations

One career associated with food marketing is a food stylist. People who do this job provide the preparation, garnishing, and displaying of foods for photographs, videos, and movies. Find out if there is someone in your community who has this expertise. Invite him or her to demonstrate food styling to your group, and discuss the opportunities as a career. You may also wish to invite photography buffs or youth who are working on photography projects.



# ROLLING IN THE DOUGH

You and your teammates work for a bread company. Your mission is to create a new bread product, along with a marketing plan that will help sell it to the public. First, decide how your company is structured. Everyone should pick a position. You don't have to fill all of the vacancies.

Positions for new product development team:

- Product Development person, responsible for revising or creating a new recipe.
- Marketing person, responsible for developing a creative campaign to sell the product.
- President, responsible for settling disputes. This person has the final word.
- Market Researcher, responsible for giving the product development and marketing people information about consumer interests, wants, and needs.
- Test Kitchen Director, in charge of arranging for the preparation and evaluation of the new test product.
- Graphic Artist, in charge of the development of the package label, wrap, and advertising artwork.
- Dietitian, in charge of all nutrition labeling, advising the product development person about nutrition concerns, labeling, and the development of educational materials.
- Production Engineer, in charge of the assembly-line equipment and staff. This person advises the team on what it can do with the current set-up and what is needed to do work differently.
- Financial Director, in charge of all of the costs of production, consumer pricing, and the bottom-line financial picture and future of the company.

Your company needs to develop a product recipe, the product itself, a marketing plan, a package and label, and an advertisement. Then your company will present the whole plan to the other teams.

## Recipe:

Start with a basic recipe in your cookbook, or choose one of the recipes from Handout 3. Enhance the basic recipe using the available ingredients to create a unique bread product.

## Test Product:

Prepare a test product using the bread machine.

## Marketing Plan:

Identify the market for your product.

## Package and Label:

Develop a product package and label, including nutrition information and ingredient listing.

## Advertising:

Create an ad for your product.

## Presentation:

Spend about 10 minutes presenting your work to the other teams. Your new bread and marketing plan will be judged by the other teams.

Which comes first, the recipe or the marketing plan?

- You could create your new recipe right away and worry later about who would buy it. (That is, you could do the marketing plan after you develop the bread.)
- Or you could think first about the people to whom you would like to sell your bread. Would you sell bread to working moms? Families with lots of children? Older people? Create your marketing plan first. Then create a new bread that your customer would most likely buy.

# ROLLING IN THE DOUGH

## Ingredient List

The following is a list of the ingredients you may use to create your new bread product. Be creative and combine ingredients! But before you start, remember to think about the people you hope will buy the bread, what makes the product unique, and other marketing questions.

- |                        |                         |
|------------------------|-------------------------|
| cornmeal               | bread flour             |
| rye flour              | whole wheat flour       |
| sugar                  | salt                    |
| butter or margarine    | eggs                    |
| vegetable oil          | honey                   |
| Parmesan cheese        | plain yogurt            |
| water                  | almonds                 |
| pecans                 | candied peel            |
| confectioner's sugar   | fruit juices            |
| lemons                 | oranges                 |
| dried basil            | caraway                 |
| ground cardamom        | chili powder            |
| ground cinnamon        | ginger                  |
| Italian herb seasoning | lemon peel              |
| minced onions          | poppy seed              |
| pumpkin pie spice      | sesame seed             |
| thyme                  | raisins                 |
| molasses               | chocolate chips         |
| dill weed              | milk or nonfat dry milk |
| bread machine yeast    | brown sugar             |



## Using the Bread Machine

Use Handout 3 or any recipe found in a bread machine cookbook as a starting point, and adapt the recipe. You may choose white, whole wheat, sweet, or other dough.

Baking bread in a bread machine can be simpler than the original way, but it also can be trickier. Be sure to measure amounts carefully. Most bread machines are programmed to mix, knead, raise, and bake the dough at specific times. Though this makes the machine convenient to use, it also means you don't have any control over these processes. So follow these tips:

- Know your machine and how it works.
- Understand your recipe before you begin.
- Use fresh, high-quality ingredients.
- Measure precisely.
- Organize ingredients in the order of use and recheck to make sure you have all of the ingredients.

# ROLLING IN THE DOUGH

Basic Bread–Baking Machine Recipes  
Use these recipes as starting points for your new product.

## Basic White Bread

- 3/4 cup plus 2 tablespoons water
- 1 tablespoon butter or margarine
- 1 teaspoon salt
- 3 cups bread flour
- 1/4 cup nonfat dry milk powder
- 1 tablespoon sugar
- 2 teaspoons bread machine yeast

Add ingredients to bread machine pan in the order suggested by the manufacturer. Use the basic/white bread cycle; medium/normal color setting.

## Basic Wheat Bread

- 1 cup plus 2 tablespoons water
- 1 tablespoon butter or margarine
- 1 teaspoon salt
- 1 1/2 cups whole wheat flour
- 1 1/2 cups bread flour
- 1/4 cup nonfat dry milk powder
- 1 tablespoon sugar
- 2 teaspoons bread machine yeast

Add ingredients to bread machine pan in the order suggested by the manufacturer. Use the whole wheat/whole grain or basic/white bread cycle; medium/normal color setting.

## Shortcut Sourdough Corn Bread

- 2/3 cup plain low-fat yogurt
- 1/3 cup milk
- 1 tablespoon butter or margarine
- 1 teaspoon salt
- 2 3/4 cups bread flour
- 1/2 cup cornmeal
- 1 tablespoon sugar
- 2 teaspoons bread machine yeast

Add ingredients to bread machine pan in the order suggested by manufacturer, adding the yogurt with the milk. Adjust dough consistency by adding more milk or more flour. Use the basic/white bread cycle; medium/normal color setting.

## Basic Egg Bread

- 2/3 cup milk
- 2 large eggs
- 2 tablespoons butter or margarine, cut up
- 1 teaspoon salt
- 3 cups bread flour
- 2 tablespoons sugar
- 2 teaspoons bread machine yeast

Add ingredients to bread machine pan in the order suggested by manufacturer. Use the basic/white bread cycle; medium/normal color setting.

# ROLLING IN THE DOUGH

## Marketing Plan

Your job is to create a brief marketing plan to support the introduction of your bread to the public. First, do a SWOT analysis to help identify your product's strengths, weaknesses, opportunities, and threats. Then use the marketing questions to help create your overall marketing plan.

## SWOT Analysis

To do a SWOT analysis, answer the following questions in your group:

1. What is special about our product? (Strengths)
2. What are the product's weaknesses? Why would people buy other breads instead of ours? (Weaknesses)
3. How can we best use our strengths? Are there any special opportunities or changes in the marketplace that we could take advantage of? (Opportunities)
4. Are there any looming dangers? Are there things we should take into account when selling this bread? (Threats)

## Marketing Questions

**Overall Concept:** Present a short overview that highlights the product benefits and tells what your company will do to launch the product. Identify:

1. Who will buy your product?
2. When will you introduce the product to people, and why did you pick that season or month?
3. Where can people buy your product? How will it be sold? How much will it cost?
4. What type of advertising and promotional activity will support this new product?

**Product Development:** Explain the creative process behind the development of the product.

1. Why was the product developed?
2. How did you create the recipe? What resources did you use to create the product?

**Product Messages:** Identify how you want people to perceive your product.

1. What is the product's "personality"?
2. What catchy phrase or slogan can you create that embraces the product's personality?
3. What product benefits should people know about?

**Strategic Initiatives:** Identify the strategy behind your plan.

1. Are you entering a competitive market? Are there other products like yours?
2. What, if anything, separates your product from the competition?
3. Does research show a need for the product?
4. Will you make other products to complement this one?

**Goals/Results:** Identify your expectations on the product launch and continued production.

1. How will you know if your product launch (introduction) is successful?
2. How much time will you give the product to show a profit after its launch?
3. What future plans do you have for the product or line of products?

# ROLLING IN THE DOUGH

## Judging Sheet

Judging is divided into two categories – your bread and your marketing plan. Within each category you'll be critiqued and scored in five areas.

Use this sheet to judge other teams when they give their presentations.

Scores	Team 1	Team 2	Team 3	Team 4	Team 5	Team 6
<b>Bread Recipe</b>						
Height of Loaf (20 points)						
Aroma/Taste (20 points)						
Texture (20 points)						
Presentation (20 points)						
Creativity (20 points)						
<b>Marketing Plan</b>						
Overall Concept (20 points)						
Product Development (20 points)						
Product Messages (20 points)						
Strategic Initiatives (20 points)						
Goals/Results (20 points)						
<b>Totals</b>						

Each team will make a 10-minute presentation to the large group. Each person will rate the presentation using this sheet. Following the presentations, the scores will be tabulated, and the winning team will be announced. Good luck and have fun!





More than 6 million youth, 5 to 19 years old, participate in 4-H annually through clubs, groups, school enrichment and after-school programs, and activities. There is a 4-H youth development program in every county in the nation. For more information on 4-H, contact your County Cooperative Extension Office.



7100 Connecticut Avenue  
Chevy Chase, MD 20815  
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<http://www.fourhcouncil.edu>

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"Rising to the Occasion" is offered to youth through 4-H programs, schools, youth organizations and camps throughout the country. To order a copy of this curriculum, please contact National 4-H Supply at (301) 961-2937, or Internet Address: [4hsupply@fourhcouncil.edu](mailto:4hsupply@fourhcouncil.edu). When ordering please include product number WFP031.

## Fleischmann's® Yeast

### *Fleischmann's Yeast History*

Charles and Maximillian Fleischmann emigrated to the United States from Austria-Hungary to build a new life in 1868. With them they brought the fine art of baking and the family's secret passed down through the generations. They were greatly discouraged by the quality of bread in the United States. Partnering with an American businessman, James Gaff, a respected distiller in Cincinnati, they manufactured a commercial compressed yeast cake that permitted a leavening power unheard of in those days.

*Finally, the modern age of baking arrived.*

Over 13 decades later, Fleischmann's Yeast continues to believe in baking's wholesome goodness. Aside from Active Dry Yeast, the company's expanded line includes RapidRise™ Yeast, Bread Machine Yeast, Fresh Active Yeast, and Bread Machine Mixes.

Fleischmann's Yeast also has a cookbook for bread machines, a toll-free hot-line for product inquiries and troubleshooting, 1-800-777-4959, and a home page, [www.breadworld.com](http://www.breadworld.com), that is bursting with countless tasty recipes, tips and helpful advice.

*Fleischmann's Yeast . . . Helping the American Family Make Great Breads Since 1868.*