



# young gourmet gastronomy competition 2007

## Le Cordon Bleu farm to table challenge



## the challenge

The challenge is for your school to grow, produce, package, market and sell “regional food” using traditional or artisan growing or production methods. There are a number of required tasks, but the process is determined by your school – make it easy or hard, short or long, and involve few or many. There are just a few essential ingredients as far as we are concerned:

- Students be “hands-on” growing or farming one of the raw ingredients
- Students be “hands-on” using the artisan methods employed
- Students engage in direct marketing, promotion and sales
- Students take the pictures and write or film the reports
- The challenge team will need access to a digital still or video camera, a computer and the Internet.

All the other jobs can be shared by anyone associated with your school or members of the community. Food production happens everywhere so try and make good use of your local experts!

## the judging

The judges will be assessing the challenge based on the following criteria:

- The food or method is authoritatively linked to the region either historically, culturally, symbolically or economically.
- The food is grown or prepared according to specific traditional or artisan techniques or an innovative interpretation of these methods.
- The food represents excellent quality, value for money and has a distinctive taste and enticing authentic appearance.
- Innovation, creativity, aesthetics, technicality, communicability and environmental “footprint” of branding, marketing, packaging and point of sale displays or other promotions.
- Originality, creativity, and authenticity of the process as documented by each required task report.

## the students & school

In 2005 the judges compared entries from a range of schools, some involved over 1000 students and others only a few. This year, so they can judge “apples with apples” (oh how funny, a food pun), entries will be grouped on the basis of student participants, eg 1 – 50, 51 – 200 and 200 – 500+. There will also be a separate division for Primary schools.

## the prizes

As well as receiving National recognition, the winning schools (1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup>) will be given some spectacular equipment and resources for their teaching kitchens or canteen. All student participants will get a Le Cordon Bleu cap (for the outside work) and an apron (for the kitchen). Teachers from participating schools will get the chance to apply for a scholarship to study the Professional Certificate of Gastronomy (an online course provided by Le Cordon Bleu and Adelaide University). These marvellous prizes will be awarded in Adelaide at Australia’s premier food festival, Tasting Australia on 13-14 October 2007.



## the rules

The competition rules are available on our website and should be read in conjunction with this information. We will assume you have taken careful note of them **BEFORE** you email any questions to [farm@younggourmet.com](mailto:farm@younggourmet.com)

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## the deadlines

Commitment Proposal: **Midnight 31<sup>st</sup> March 2007**  
Final Report: **Midnight 10<sup>th</sup> August 2007**  
Winners Announced: **Midday 21<sup>st</sup> September 2007**

## the commitment proposal

As part of undertaking the Challenge, you will need to define your Region and establish a historical, cultural, economic or symbolic link to a food and artisan method. This will involve some pretty serious research and a genuine commitment from your school (Principal, Teachers, Students, Parents, Volunteers). The next step will be to engage with members of your local community (Historians, Gardeners, Restaurateurs, Retailers, Clubs) and see who might like to help.

At this point, you will need to submit a Commitment Proposal (refer below) so we know your school is a serious contender and so we can help you extend your search for assistance to the wider Australian community or even the rest of the World.

The Commitment Proposal needs to include the following information:

1. Name and location of your school including contact details for a nominated teacher.
2. A definition and explanation of your school "Region" for the purpose of this competition
3. The nominated food and traditional or artisan method and an explanation of how it links to your "Region"
4. A Statement that:
  - ♦ Reflects your school ethos and its commitment to the challenge
  - ♦ Values the nominated food and craftsmanship of the artisan method
  - ♦ Advances and promotes community involvement and teamwork
  - ♦ Suggests problem solving methods and disaster recovery ideas
  - ♦ Rewards enthusiasm, dedication, civic mindedness and team loyalty
  - ♦ Identifies the target consumer.

Please email your Commitment Proposal to [kay@younggourmet.com](mailto:kay@younggourmet.com) as a Microsoft Word file attachment or within the text of an email by **Midnight 31<sup>st</sup> March 2007**.

## the methods

Traditional or artisan methods used to grow or produce food rely substantially on the knowledge and craftsmanship of the individual maker. Over the past few decades there has been a re-emphasis on traditional production methods, traditional trading or retail outlets, the use of hand processing or other artisan techniques and especially the use of natural and organic ingredients. The methods demand high quality raw materials in their natural state, which have undergone rigorous selection criteria. The production process respects or reproduces natural processes, without the use of chemical additives to force or accelerate them.

Some examples are:

- ♦ Fermentation or Lacto-fermentation – using natural sugars, enzymes and bacteria to produce bread, preserves, cheese and beverages.
- ♦ Salting, Smoking or Drying – traditionally used to preserve or extend the life of many fresh or raw products.
- ♦ Organic or Bio-Dynamic Farming – pesticide free, hormone free, sustainable, ecological, accredited methods.
- ♦ Grinding, Turning, Planting, Weeding, Stirring, or anything else done by hand using purpose built equipment.
- ♦ Farmers' Markets or Community Supported Agriculture to sell and distribute locally produced goods.

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## the regulations

There are lots of rules and regulations surrounding the growing and production of food, especially if you intend on selling from a public retail outlet. Many ingredients and products require a production licence, so please make sure you are aware of the applicable Food Standards and Food Safety Regulations of your State. This may mean some farming or processing can only be done at a registered premises or by the producers themselves. A list of the relevant National and State authorities is available on our website and we suggest you contact the Environmental Health Officer at your local Council to ensure your project is compliant.

## the ingredients (refer to our website for references)

- Bush Tucker or Native Produce:** Lots to choose from, indigenous expertise recommended.
- Eggs:** Make a home for your poultry of choice and use compost collected at school to supplement their feed.
- Herbs:** Can be grown in existing school gardens or in pots.
- Honey:** Construct an apiary and become beekeepers.
- Fish:** Catch 'em, Farm 'em, Fillet 'em, Smoke 'em.
- Fruit & Vegetables:** Lots to choose from depending on the season and growing time.
- Game:** Farm some deer, kangaroo, crocodile or rabbits for slaughter and dressing.
- Grains, Legumes, Nuts or Seeds:** Grow for cooking, sprouting, milling, roasting or dry for spices.
- Milk & Dairy:** Keep a cow or a goat or adopt one at a local farm and learn how to milk it (by hand if you dare).
- Pork:** As for game, but using piggies.
- Poultry:** Farm some chickens, turkeys, game birds, ostrich, emus, geese or ducks for slaughter and dressing.
- Meat:** As for game, pork & poultry, but using beef, sheep, or goats.
- Seafood, Seaweed & Yabbies:** Crustaceans, critters and vegetables of the sea or their freshwater cousins.
- Other:** Any other edible stuff you can think of.

## the products (refer to our website for references)

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| <b>Beverages:</b>                        | Lemonade, Cordials, Herbal Tea                       |
| <b>Breads:</b>                           | Sourdough, Wood-fired, Unleavened                    |
| <b>Breeds:</b>                           | Any farmed animal that can be eaten                  |
| <b>Cakes &amp; Biscuits:</b>             | Too many options to list                             |
| <b>Cereals:</b>                          | Fresh Pasta, Noodles, Ground Flours                  |
| <b>Dairy:</b>                            | Butter, Milk, Cheese, Yoghurt                        |
| <b>Confectionary:</b>                    | Endless Possibilities including Hand Made Chocolates |
| <b>Condiments (natural or dried):</b>    | Salts, Peppers, Spices, Seaweeds                     |
| <b>Condiments (fermented or cooked):</b> | Pickles, Relish, Vinegar, Chutney                    |
| <b>Cured &amp; Processed Meats:</b>      | Hams, Bacon, Salami, Sausages, Pate                  |
| <b>Fish &amp; Seafood etc:</b>           | Smoked, Shucked, Bagged, Wild                        |
| <b>Free Range and/or Organic</b>         | Eggs, Animals, Fruit or anything else                |
| <b>Fruit:</b>                            | Fresh, Packaged, Dried                               |
| <b>Herbs:</b>                            | Bunches, Chopped, Dried                              |
| <b>Honey or Syrups:</b>                  | Jars, Honeycomb, Flavoured                           |
| <b>Packaged Meals:</b>                   | Curries, Salads, Soups or Lunchboxes                 |
| <b>Oils &amp; Essences:</b>              | Flavoured Oil, Nut Oil, Essential Oil                |
| <b>Oven Baked:</b>                       | Wood-fired, Tandoor, Campfire                        |
| <b>Preserves &amp; Jams:</b>             | Preserved Fruits, Marmalades, Jams, Pastes           |
| <b>Raw Meat, Game or Poultry:</b>        | Organic, Grain Fed                                   |
| <b>Sauces &amp; Dips:</b>                | Sweet, Savoury, Pesto, Salsa, Hummus,                |
| <b>Vegetables:</b>                       | Fresh Packed, Sliced, Diced                          |

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## the tasks

<b>Task 1: Research</b> <b>Decision 1: Choose a Regional Food</b>	<b>Task 6: Design</b> <b>Decision 6: Select Packaging and Labelling</b>
Prepare a list of potential products based on the nominated food and method, taking into consideration: <ol style="list-style-type: none"> <li>Current unmet consumer needs and existing retail outlets</li> <li>Availability of ingredients and capacity to source or grow them</li> <li>Accessibility of local expertise and production facilities</li> <li>Practical application of traditional or artisan methods</li> <li>Estimated time-line, costs and potential problems.</li> </ol>	Design and develop a range of logos, labels, boxes, bags and point of sale materials based on: <ol style="list-style-type: none"> <li>Clear communication of Brand (colours, font style, descriptions)</li> <li>Storage, transport and display (opportunities, risks)</li> <li>Available packaging resources (recyclable, cost)</li> <li>Regulations (nutrition panels, use by dates, temperatures)</li> <li>Challenge team preferences</li> </ol>
<b>Task 2: Supply</b> <b>Decision 2: The Raw Ingredient to Grow and How to Farm</b>	<b>Task 7: Produce</b> <b>Decision 7: Production Quantity</b>
Establish supply of ingredients and identify at least one item to grow or farm, taking into consideration: <ol style="list-style-type: none"> <li>Gardening or farming facilities (area, tools, availability)</li> <li>Growing methods (permaculture, organic, water usage, soil)</li> <li>Seasonality, cultivation time, potential failure rates.</li> <li>Time for student training and development of efficacy</li> <li>Available student resources</li> </ol>	Create and implement a food production plan with reference to Task 3 and attention to: <ol style="list-style-type: none"> <li>Available student resources</li> <li>Production time</li> <li>Safe working conditions</li> <li>Food safety regulations for production, storage and transport</li> <li>Potential sales and quantity estimates</li> </ol>
<b>Task 3: Develop</b> <b>Decision 3: Select a Production Recipe</b>	<b>Task 8: Sell</b> <b>Decision 8: Choose an Advertisement and Press Release</b>
Develop and test product variations including, size, shape, flavouring, colouring with regard to: <ol style="list-style-type: none"> <li>Traditional or artisan methods (or an innovative interpretation)</li> <li>Existing/potential product uses plus storage and transport</li> <li>Consumer preference survey</li> <li>Retailer preference survey</li> <li>An expert or panel of experts to judge and score.**</li> </ol>	Create and implement a sales and marketing campaign with reference to Tasks 5 & 6 and attention to: <ol style="list-style-type: none"> <li>Available budget</li> <li>Sales team SWOT analysis</li> <li>Advertising opportunities</li> <li>Sponsorship opportunities</li> <li>Community awareness and support</li> </ol>
<b>Task 4: Finance</b> <b>Decision 4: Establish the Selling Price</b>	<b>Task 9: Report (written or audio/visual)</b> <b>Decision 9: Cover Page or Title &amp; Executive Summary</b>
Determine selling price based on: <ol style="list-style-type: none"> <li>Identified production &amp; marketing costs (fixed &amp; variable)</li> <li>Potential customers (and their willingness to pay)</li> <li>Established supplies (including grown/farmed raw ingredient)</li> <li>Available sponsorship or grant monies</li> <li>Desired fundraising target</li> </ol>	Compile a Report (written or audio/visual) by task and decisions including: <ol style="list-style-type: none"> <li>Reasons for the decisions made by addressing items a) to e) for each of Tasks 1 to 8</li> <li>Comments or scores from the panel of experts</li> <li>Retail success or failure and consumer opinions</li> <li>Stories from the team members</li> <li>Images, drawings or graphics.</li> </ol>
<b>Task 5: Brand</b> <b>Decision 5: Create a Brand Statement &amp; Product Name</b>	
Identify and define a unique marketing position and brand based on previous tasks and: <ol style="list-style-type: none"> <li>Desired brand personality and voice (how it relates to the humans who consume it)</li> <li>Creating a clear and memorable market position</li> <li>Advertising and promotion ideas</li> <li>Existing competition</li> <li>Target market research</li> </ol>	

\*\* In accordance with the requirements for a Royal Agricultural Show entry or by the judging criteria supplied by Young Gourmet.

