

Processes and Quality in the Food Industry

CHALLENGE 4: Dairy products and Marketing

Marketing and Logistics in the Food Industry (8 h)

Quality and Environmental Management in the Food Industry (16 h)

Integrated Processes in the Food Industry (20 h)

Food Innovation (8 h)

Food biotechnology (8 h)

Duration: 60 h

Organization: groups of 4 people



BRIEF DESCRIPTION OF THE CHALLENGE: Develop a new dairy product for international market

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CHALLENGE 4: Dairy products and Marketing

1. Presentation of the Challenge

In the dynamic world of the food industry, dairy products are a fundamental pillar of the global diet, but they also face challenges and opportunities related to consumption trends, product innovation, and the regulations of each country. As future professionals in the food industry, it is expected that you not only understand the production and quality processes of these products but also successfully address their marketing in international markets, where each country presents a series of cultural peculiarities, regulations, and consumption preferences.

This challenge aims to have us work together to develop a new dairy product, from its conceptualization and production to its marketing in international markets. The challenge involves several phases, starting from the creation of the recipe and production process, moving on to creating the appropriate label according to the regulations of different international markets, and ending with conducting an analysis of international markets and developing a marketing plan in English to successfully position the product abroad.

Imagine you are part of a team within a dairy company that has decided to expand its presence in international markets. Your task is to create an innovative new dairy product, design the label in accordance with international regulations, analyze the most promising markets for its sale, and finally, develop a marketing strategy that will allow the product to enter a new market, using English as the working language.

Throughout this challenge, you will not only apply your knowledge of food production and quality but also develop skills in international marketing, digital marketing, labeling, and market analysis, all while working in English, which will allow you to familiarize yourself with a global and multicultural environment.



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2. Objectives/Learning Outcomes and Transversal Competencies

➤ Technical Competencies

Quality and Environmental Management in the Food Industry

3. Control the discharges, waste and emissions generated, recognizing their environmental impact.

Food Innovation

2. Lead the production of foods adapted to new market niches, recognizing the particularities of each case.

Integrated Processes in the Food Industry

2. Conduct the production of a food product in the dairy industry, describing the production activities, materials, and needs for equipment and automatic processing systems.

Marketing and Logistics in the Food Industry

1. Identify needs of the productive sector, relating them to typical projects that can satisfy them.

5. Applies information and communication technologies in logistics and commercial management, characterizing the main software tools.



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Identified Competences

Competencies related to the use of English:

1. Effective communication in English in an international professional environment:

Description: The ability to communicate clearly and professionally in English in international work contexts, both in writing and speaking. This includes writing reports, creating presentations, and negotiating in English, adapting the language to different audiences and situations.

2. Understanding and producing technical and commercial texts in English:

Description: The ability to understand and produce specialized texts in English related to the food and commercial sectors. This includes reading international regulations, labeling instructions, and texts related to marketing and commercialization, as well as writing strategies and technical documentation in English.

Competencies related to digital marketing and content creation:

1. Managing digital marketing strategies:

Description: The ability to design, execute, and manage digital marketing campaigns using various platforms (social media, email marketing, SEO, SEM, etc.). This also involves the ability to analyze campaign performance and adjust strategies based on results.

2. Creating visual and textual content for marketing:

Description: The ability to create engaging and relevant content (both visual and textual) for marketing campaigns, using digital platforms and tools. This content must be aligned with business objectives and effectively capture the target audience's attention.

Identified Competences rubrics

Effective communication in English in an international professional environment

- **Level 1 - Basic:** Communication in English is unclear, with numerous errors that hinder understanding. Unable to write or present information appropriately for the international professional environment.
- **Level 2 - Intermediate:** Communication is understandable but presents errors that hinder comprehension. Writing and presentations are acceptable, but not always suitable for international contexts.
- **Level 3 - Advanced:** Communicates clearly and professionally in English with few errors. Writes reports and presentations appropriately, but occasionally struggles with technical terms or adapting to different audiences.
- **Level 4 - Expert:** Communicates clearly, accurately, and professionally in English in any international context. Writes reports, creates presentations, and negotiates fluently, using appropriate technical vocabulary and adapting perfectly to different audiences.

Understanding and producing technical and commercial texts in English

- **Level 1 - Basic:** Limited understanding of technical and commercial texts. Texts produced have numerous errors, making them difficult to understand or inappropriate for international regulations.
- **Level 2 - Intermediate:** Basic understanding of technical and commercial texts. Texts produced contain errors that hinder clarity or suitability for international regulations.
- **Level 3 - Advanced:** Understands and produces technical and commercial texts adequately, with few errors. The texts are clear but could improve in precision or adaptability to different international contexts.
- **Level 4 - Expert:** Demonstrates complete understanding of technical and commercial texts in English and produces accurate, comprehensive texts that adhere to the correct terminology. Texts are of high quality and are perfectly adapted to international regulations and contexts.

Managing digital marketing strategies

- **Level 1 - Basic:** Fails to design or execute effective digital marketing strategies. The use of platforms is limited or inappropriate, and no adjustments are made based on the analysis of results.
- **Level 2 - Intermediate:** Develops basic digital marketing strategies, but with limited use of platforms or without making significant adjustments based on results. Campaign management is functional but not highly effective.
- **Level 3 - Advanced:** Designs and executes adequate digital marketing strategies using several platforms. Makes adjustments based on results, but in a less detailed or systematic manner.
- **Level 4 - Expert:** Designs, executes, and manages innovative and effective digital marketing strategies. Uses multiple platforms with a comprehensive approach and adjusts strategies based on detailed analysis of results.

Creating visual and textual content for marketing

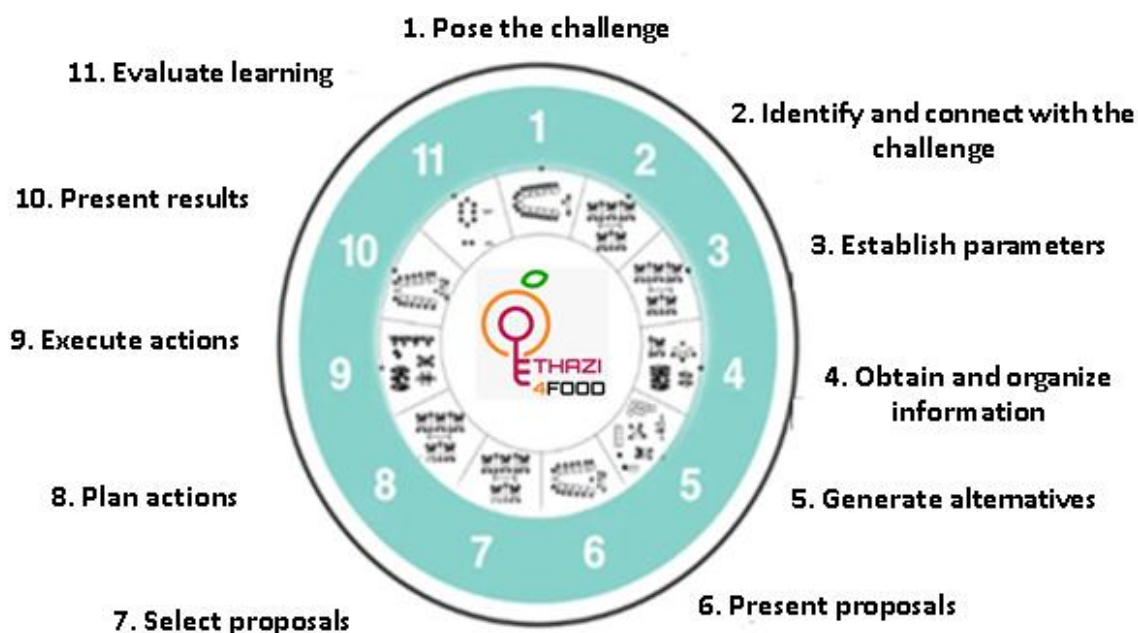
- **Level 1 - Basic:** The content created is not suitable for marketing. It lacks creativity and is not aligned with business objectives. It fails to effectively capture the audience's attention.
- **Level 2 - Intermediate:** Creates functional marketing content, but with limitations in creativity or alignment with business objectives. The visual and textual impact is moderate.
- **Level 3 - Advanced:** Creates adequate visual and textual content for marketing. The content aligns with business objectives but could improve in terms of creativity or visual impact.
- **Level 4 - Expert:** Creates highly engaging and effective visual and textual content. The content is perfectly aligned with business objectives and captures the audience's attention clearly and professionally

3. Tasks

The tasks to be carried out are:

1. Form groups and create the group contract.
2. Respond to the challenge, following and applying the 11 steps required to solve the problem and explaining everything that has been done (documents, graphics, mind maps, etc.). Read the challenge statement.

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4. Evaluation Criteria

The evaluation process will be as follows:

4. 1. Based on competencies

Technical Competencies – 70% Rubrics will be used.

The evaluation will be based on the specified knowledge outcomes (IE/RA).

- 20% of the indicated percentage corresponds to the exam.
- 50% corresponds to section 4.2 and the other indicators specified in that section.

Soft skills – 30%



In relation to the Soft Skills, each team of teachers will decide which ones are evaluated in each challenge.



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Self-assessment

Peer assessment will be calculated based on the teachers' evaluation, multiplied by the group factor.

The **group factor** will be decided among the team members and must be between **0.5 and 1.5**.

→ Attendance:

Attendance of **at least 80%** of the challenge hours is required to pass. If absences exceed **20%**, the student will not pass the transversal competencies.

Lack of attendance will impact engagement. The following factors will be applied:

0% – 5% absences → factor = 1

5% – 10% absences → factor = 0.9

10% – 20% absences → factor = 0.8

> 20% absences → factor = 0

4. 2. Based on Technical Competencies

When assessing the learning outcomes (IE/RA), the following activities will be taken into account:

1. **Flow chart** of the manufactured dairy product (M)
2. **Biotechnology** form for dairy products (M)
3. National and international **labelling regulations** questionnaire(M)
4. **Label design** for the Spanish market and the selected country (M)
5. **Technical data** sheet for the product in English (R)
6. **Presentation** of the product to the teaching staff in **English** (R)
7. **Market analysis** for your product at a national and international level (M)
8. **Marketing strategy** (website, social networks...) (M)
9. Creation of **audiovisual material**
10. Challenge exam (R)
11. **Nutritional analysis** report for the product (M)

5. Group Dynamics

Group Dynamics

- You will form **small groups** of four members. (*Roles: secretary, coordinator, time manager, materials manager*)
- **Three small groups** will form a **medium-sized group**: The coordinators of the small groups will meet to agree on the conclusions of the medium-sized group. You will need to select a **group leader** for the medium-sized group.
- **Two medium-sized groups** will form the **full group**: The coordinators of the medium-sized groups will meet to agree on the conclusions for the entire group.

6. Resources

Equipment/Materials:

- Reagents
- Laboratory equipment and materials
- Safety data sheets
- Computers (Internet access)
- Personal protective equipment (PPE)
- Waste management

Experts:

- **Food biotechnology** *Teacher name*
- **Commercialization and logistics in the food industry** – *Teacher name*
- **Quality and environmental management in the food industry** – *Teacher name*
- **Integrated processes in the food industry** – *Teacher name*
- **Food innovation** – *Teacher name*



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7. Scheduling

Monday	Tuesday	Wednesday	Thursday	Friday

8. Feedback

Once the challenge is completed, feedback will be conducted with the students. Additionally, the teaching team will carry out a global assessment of the challenge.

