

FORAGE PRODUCT DEVELOPMENT CHALLENGE

Idaho is one of the largest producers of forage (hay) for the equine industry. Standlee Premium Products is a family-owned forage company located in Southern Idaho. Founded in 1981, Standlee grows and manufactures a wide variety of high-quality forage-based products including bales, cubes and pellets under the Standlee Premium Western Forage brand. While the equine market is the most popular, there is also demand of forage-based products for companion animals (companion animals are defined as tradition and non-traditional livestock raised for companionship rather than work or slaughter and includes sheep, goats, highland cattle, donkeys/mules, rabbits, guinea pigs, chinchillas, hamsters, etc.). The most popular and common types of forage grown in Idaho are alfalfa, timothy grass, orchard grass, oat grass and teff grass.

Your challenge is to create and present a new multi-ingredient, forage-based product for either equine, large companion animals (sheep, goats, highland cattle, donkeys/mules, etc.), or small companion animals (rabbits, guinea pigs, chinchillas, hamsters, etc.) taking nutritional needs of the animal into consideration.

Design the formula, nutritional benefits and features of your product as well as the front display area of the package (bag or box) —be sure to include all relevant and required information noted below. Package design may be created electronically or hand-drawn. Share your panel and product idea with us through a recorded presentation.

Your panel should:

- Provide a product name and descriptors
- Identify all ingredients
- Meet a nutritional need of intended animal
- Appeal to the consumer through color, design and visual texture
- Display the product's benefits and features

Before you get started, reference the technology tips document to ensure you submit the best quality video for judging.

Who: You may participate individually or in a small group (two to four people)

What: Create a two-to three-minute video showing your formula and package design, the elements you included and why.

When: Your video submission is due by **March 19, 2021** to Liz Wilder, liz@growidahoffa.org.

CHALLENGE PRESENTED BY:



Standlee
PREMIUM WESTERN FORAGE®

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Rubric

INDICATOR	Very Strong Evidence of Skill 5–4 points	Moderate Evidence of Skill 3–2 points	Weak Evidence of Skill 1–0 points	Points Earned	Weight	Total Score
Panel						
Content	<ul style="list-style-type: none"> •Is well thought out and supports the challenge •Details clearly capture the important information about the product, its benefits, and features. 	<ul style="list-style-type: none"> •Supports the challenge •Details capture some of the important information about the product, but more information is needed to understand fully benefits and features. 	<ul style="list-style-type: none"> •Provides inconsistent information for the challenge •Details relate to the product but are too general or incomplete, and more information is needed to increase understanding. 			
Mechanics	<ul style="list-style-type: none"> •None or only two spelling, grammatical or punctuation errors •Good use of vocabulary and word choice 	<ul style="list-style-type: none"> •Minimal (three-five) spelling, grammatical or punctuation errors •Fair use of vocabulary and word choice 	<ul style="list-style-type: none"> More than five spelling, grammatical or punctuation errors •Poor use of vocabulary and word choice 			
Organization	<ul style="list-style-type: none"> •Information is clearly focused in an organized and thoughtful manner 	<ul style="list-style-type: none"> •Information has focus but may stray at times 	<ul style="list-style-type: none"> •Information is unfocused and haphazard 			
Presentation	<ul style="list-style-type: none"> •Enthusiastic with a strong voice, correct grammar, and enunciation •Clarifies and illustrates the main points •Presentation is well organized 	<ul style="list-style-type: none"> •Moderately enthusiastic with an average voice, some incorrect grammar and/or enunciation •Loosely illustrates the main points •Presentation is loosely organized 	<ul style="list-style-type: none"> •Not enthusiastic with a weak voice, poor grammar and/or enunciation •Appears sloppy and/or unfinished •Presentation lacks organization 			
Length 2-3 minutes	<ul style="list-style-type: none"> •Final video playtime is at or within the length requirement 	<ul style="list-style-type: none"> •Final video playtime is 10-15 seconds above or below the length requirement 	<ul style="list-style-type: none"> •Final video playtime is 15+ seconds above or below the length requirement 			
Total points earned out of a 50 possible						
Deductions						
Fair Use —Failed to provide appropriate citations for text, images, etc., that are not the student's work (-5 points)						
Total points earned out of a 50 possible						