



Stage 7 - Designing a Healthy Recipe and Conducting Market Research

Learning Objectives



- Learn how grains are important and healthy. Develop a recipe for a healthy snack bar.
- Design two granola bar flavours for the target market.
- Understand why you should use local ingredients.
- Design a survey.
- Make a pictograph or bar graph to show market research results.
- Use data for decision-making.



Grains in our Diet

- Grains are important to a healthy diet.
- Grains give your body carbohydrates, protein, fat, and several minerals for good health.
- The grain products we love have refined or whole grains. Refined means they have been more processed than whole grains. Both are healthy choices. Choose what you prefer.



Energy

- What we eat affects how much energy we have. We need energy for exercising, playing, and concentrating in school.
- As we move and work, we burn the energy we get from our food.
- Some foods are better than others for giving us a slow release of energy throughout the day.
- Grains are an excellent source of slow-release energy.



Design Your Product



You are going to design a new granola bar.

- Look at the basic recipe. Decide your two grain ingredients.
- Brainstorm ideas for other tasty flavours such as:
 - Lemon zest or honey and raisins.
 - Cranberries and orange zest.
- Look at recipe books or the Internet for flavours that go together.
- Pick three flavours for your bar for your market research.

Your Ingredients

- As you think about ingredients, research how healthy they are.
- Where do the ingredients come from? What are their food miles?
- Are there children with allergies in your school? Do you need to avoid certain ingredients, like nuts?



Unique Selling Point

How will you make your granola bar stand out? This is your unique selling point.

- What can you give customers that is different from the competition?
 - Will your bar be a different shape?
 - Will you use a high fibre recipe?
 - Will your bar be made with locally grown ingredients?



Market Research

- **Write your research question.**
Example: Which flavour of granola bar is the most popular with students in our class?
- Ask as many students as possible and record your results in a tally table.



Tally Tables

- Draw a table with two columns. One is for your granola bar flavour ideas. The other is for how many people voted for them.
- Each time someone votes for a flavour, make a tally mark. For the fifth tally mark, draw a line through your first four tally marks.



| Granola bar flavour | Tally |
|----------------------|-------|
| Lemon and Raisin | |
| Cranberry and Orange | |
| Honey and Raisin | |

Chocolate Bar CHALLENGE!

- Fill one square on your chocolate bar with one fact you know about pictographs.
- Trade facts with your friends. Each of you can add your new facts to your chocolate bars.
- Keep swapping facts in the class until your chocolate bar is full of pictograph facts!





Drawing a Pictograph

- Draw a table with two columns, one for your granola bar flavours, the other for how many people voted for them.
- Draw one symbol for every two people who voted for each flavour.
- Add a key.
- How can we show an odd number of votes?
- How many people voted for each flavour?

| Granola bar flavour | Number of Votes |
|----------------------|-----------------|
| Lemon and Raisin | ● ● ● ● |
| Cranberry and Orange | ● |
| Honey and Raisin | ● ● ● |

Key
● = 2

Your Final Decision

- Discuss your results with your business group. Make a final decision about your granola bar.
- It is time to write your shopping list!

