



**CAREER CLUSTER**

Marketing

**CAREER PATHWAY**

Marketing Management

**INSTRUCTIONAL AREA**

Emotional Intelligence

**FOOD MARKETING SERIES EVENT**

**PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the 21<sup>st</sup> Century Skills, Performance Indicators and Event Situation. You will have up to 10 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 10 minutes to make your presentation to the judge (you may have more than one judge).
- You will be evaluated on how well you demonstrate the 21<sup>st</sup> Century Skills and meet the performance indicators of this event.
- Turn in all of your notes and event materials when you have completed the event.

**21<sup>st</sup> CENTURY SKILLS**

---

- Critical Thinking – Reason effectively and use systems thinking.
- Problem Solving – Make judgments and decisions, and solve problems.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

**PERFORMANCE INDICATORS**

---

- Identify company's brand promise.
- Communicate core values of product/service.
- Explain reasons for ethical dilemmas.
- Recognize and respond to ethical dilemmas.
- Consider conflicting viewpoints.

## EVENT SITUATION

---

You are to assume the role of director of produce operations for CITY FOODS, a regional grocery store chain with 50 locations. The vice president of merchandising (judge) has asked you to analyze a produce vendor and determine whether or not the chain should continue to sell its products.

Each year in the United States, over \$160 billion worth of food goes to waste. Roughly 45% of food waste happens at the agricultural and post-harvest level. Farmers must discard an extremely large quantity of produce due to imperfection. Food retailers, including CITY FOODS, have extremely strict guidelines on the appearance of the fruits and vegetables sold in stores, so the ugly looking produce is discarded.

In an attempt to reduce food waste and demonstrate corporate social responsibility, CITY FOODS began selling produce from HOMELY PRODUCE COMPANY. HOMELY PRODUCE COMPANY takes the discarded imperfect produce discarded by farmers and packages them and sells them at a discounted price. CITY FOODS felt that adding HOMELY PRODUCE COMPANY products to the produce department would not only offer shoppers discounts, but also make the CITY FOODS brand more noble.

Unfortunately, shoppers are not interested in HOMELY PRODUCE COMPANY'S products. The crooked cucumbers, misshapen tomatoes, and oddly colored apples have not been selling. Employees in the produce departments have said that the quality of the products is inconsistent, and they do not feel comfortable recommending the brand.

The vice president of merchandising (judge) wants you to analyze the situation and determine whether or not to continue selling HOMELY PRODUCE COMPANY products. The vice president (judge) wants you to specifically analyze:

- CITY FOODS' brand promise vs. HOMELY PRODUCE COMPANY products
- Value of HOMELY PRODUCE COMPANY products
- Benefits/Consequences of continuing to sell HOMELY PRODUCE products
- Benefits/Consequences of removing HOMELY PRODUCE products from stores

You will present your ideas to the vice president of merchandising (judge) in a role-play to take place in the vice president's (judge's) office. The vice president (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented ideas and have answered the vice president's (judge's) questions, the vice president (judge) will conclude the role-play by thanking you for your work.

## JUDGE INSTRUCTIONS

### DIRECTIONS, PROCEDURES AND JUDGE ROLE

In preparation for this event, you should review the following information with your event manager and other judges:

1. Procedures, 21<sup>st</sup> Century Skills and Performance Indicators
2. Event Situation
3. Judge Role-Play Characterization  
Allow the participants to present their ideas without interruption, unless you are asked to respond. Participants may conduct a slightly different type of meeting and/or discussion with you each time; however, it is important that the information you provide and the questions you ask be uniform for every participant.
4. Judge Evaluation Instructions and Judge Evaluation Form  
Please use a critical and consistent eye in rating each participant.

### JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of vice president of merchandising for CITY FOODS, a regional grocery store chain with 50 locations. You have asked the director of produce operations (participant) to analyze a produce vendor and determine whether or not the chain should continue to sell its products.

Each year in the United States, over \$160 billion worth of food goes to waste. Roughly 45% of food waste happens at the agricultural and post-harvest level. Farmers must discard an extremely large quantity of produce due to imperfection. Food retailers, including CITY FOODS, have extremely strict guidelines on the appearance of the fruits and vegetables sold in stores, so the ugly looking produce is discarded.

In an attempt to reduce food waste and demonstrate corporate social responsibility, CITY FOODS began selling produce from HOMELY PRODUCE COMPANY. HOMELY PRODUCE COMPANY takes the discarded imperfect produce discarded by farmers and packages them and sells them at a discounted price. CITY FOODS felt that adding HOMELY PRODUCE COMPANY products to the produce department would not only offer shoppers discounts, but also make the CITY FOODS brand more noble.

Unfortunately, shoppers are not interested in HOMELY PRODUCE COMPANY'S products. The crooked cucumbers, misshapen tomatoes, and oddly colored apples have not been selling. Employees in the produce departments have said that the quality of the products is inconsistent, and they do not feel comfortable recommending the brand.

You want the director of produce operations (participant) to analyze the situation and determine whether or not to continue selling HOMELY PRODUCE COMPANY products. You want the director (participant) to specifically analyze:

- CITY FOODS' brand promise vs. HOMELY PRODUCE COMPANY products
- Value of HOMELY PRODUCE COMPANY products
- Benefits/Consequences of continuing to sell HOMELY PRODUCE products
- Benefits/Consequences of removing HOMELY PRODUCE products from stores

The participant will present information to you in a role-play to take place in your office. You will begin the role-play by greeting the participant and asking to hear about his/her ideas.

During the course of the role-play, you are to ask the following questions of each participant:

1. If we discontinue selling the products, how should we smoothly make the transition without disrupting experiences for customers who regularly look for those products?
2. If we continue to sell the products, how can we better market them to customers?
3. Why should we check our competition before we make a final decision?

Once the director of produce operations (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the director of director of produce operations (participant) for the work.

You are not to make any comments after the event is over except to thank the participant.

## EVALUATION INSTRUCTIONS

---

The participants are to be evaluated on their ability to perform the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although you may see other performance indicators demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event.

### Evaluation Form Interpretation

The evaluation levels listed below and the evaluation rating procedures should be discussed thoroughly with your event director and the other judges to ensure complete and common understanding for judging consistency.

| <b>Level of Evaluation</b> | <b>Interpretation Level</b>   |
|----------------------------|---|
| Exceeds Expectations       | Participant demonstrated the performance indicator in an extremely professional manner; greatly exceeds business standards; would rank in the top 10% of business personnel performing this performance indicator.  |
| Meets Expectations         | Participant demonstrated the performance indicator in an acceptable and effective manner; meets at least minimal business standards; there would be no need for additional formalized training at this time; would rank in the 70-89 <sup>th</sup> percentile of business personnel performing this performance indicator.                    |
| Below Expectations         | Participant demonstrated the performance indicator with limited effectiveness; performance generally fell below minimal business standards; additional training would be required to improve knowledge, attitude and/or skills; would rank in the 50-69 <sup>th</sup> percentile of business personnel performing this performance indicator. |
| Little/No Value            | Participant demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps this person should seek other employment; would rank in the 0-49 <sup>th</sup> percentile of business personnel performing this performance indicator.                               |



**FOOD MARKETING SERIES  
2020**

**JUDGE'S EVALUATION FORM  
DISTRICT EVENT #1**

Participant: \_\_\_\_\_

ID Number: \_\_\_\_\_

**INSTRUCTIONAL AREA:  
Emotional Intelligence**

| Did the participant:                  |   | Little/No Value | Below Expectations | Meets Expectations | Exceeds Expectations | Judged Score |
|---------------------------------------|---|-----------------|--------------------|--------------------|----------------------|--------------|
| <b>PERFORMANCE INDICATORS</b>         |   |                 |                    |                    |                      |              |
| 1.                                    | Identify company's brand promise?                         | 0-1-2-3-4       | 5-6-7-8            | 9-10-11            | 12-13-14             |              |
| 2.                                    | Communicate core values of product/service?               | 0-1-2-3-4       | 5-6-7-8            | 9-10-11            | 12-13-14             |              |
| 3.                                    | Explain reasons for ethical dilemmas?                     | 0-1-2-3-4       | 5-6-7-8            | 9-10-11            | 12-13-14             |              |
| 4.                                    | Recognize and respond to ethical dilemmas?                | 0-1-2-3-4       | 5-6-7-8            | 9-10-11            | 12-13-14             |              |
| 5.                                    | Consider conflicting viewpoints?                          | 0-1-2-3-4       | 5-6-7-8            | 9-10-11            | 12-13-14             |              |
| <b>21<sup>st</sup> CENTURY SKILLS</b> |   |                 |                    |                    |                      |              |
| 6.                                    | Reason effectively and use systems thinking?              | 0-1             | 2-3                | 4                  | 5-6                  |              |
| 7.                                    | Make judgments and decisions, and solve problems?         | 0-1             | 2-3                | 4                  | 5-6                  |              |
| 8.                                    | Communicate clearly?                                      | 0-1             | 2-3                | 4                  | 5-6                  |              |
| 9.                                    | Show evidence of creativity?                              | 0-1             | 2-3                | 4                  | 5-6                  |              |
| 10.                                   | Overall impression and responses to the judge's questions | 0-1             | 2-3                | 4                  | 5-6                  |              |
| <b>TOTAL SCORE</b>                    |   |                 |                    |                    |                      |              |