

W.O.W.

Words Of Wisdom for Wisconsin FPS Coaches and Students

Problem #2: Processed Foods

Specific Tips for Analyzing Your Problem Solving Booklets

Future Scene

This future scene takes place 21 years in the future. It focuses on the development & marketing of meat replacement/faux products.

Presented from the viewpoint of Holesome Chikkin, one competitor in the market whose products use bovine stem cells, it presents specific concerns regarding other competitors and products, their market legality under legislation (U.S. and E.U.) and some of their viral marketing attempts. In addition, there is now a need for prescriptions to consume sugar and undefined legislation having to do with sodium in food.

The FS Charge

Analyze the issues involving processed, meat-like products.



Some Appropriate Challenges

- The look of faux meat may not be as appetizing as real meat, causing people to avoid it.
- If only middle and upper classes can afford 3D printers, Holesome Chikkin products may be the only analog meat option for lower class consumers.
- If Ms. Foodee is Holesome Chikken's only significant competitor in the meat-replacement product industry, Holesome Chikken may develop a monopoly on mock meat products.
- The company may engage in leanwashing, which may make Holesome Chikkin seem more appealing than it really is.
- Different standards for analog meat products may hinder international trade.
- The average consumer might not be aware of the controversies regarding analog meat.
- Electronic waste may be generated by 3D printers.
- The quality of analog-meat may be determined more by power and money, since advice of nutritionists and dieticians has not always been backed by past legislation.
- Still-developing faux meats may have undetermined long-term negative health effects.
- Faux meats may not grill as well as real meats, which could have implications for outdoor BBQs and holiday celebrations.

Did the sugar issue trip you up?

Not so relevant to the FS:

Now that one needs a prescription that limits sugar, diabetics may not get enough sugar. (*More likely that doctors would make sure to prescribe the right amount.*)

Relevant to the FS:

If people are consuming less sugar, the fat-free food industry may suffer since sugar is typically added for taste to compensate for less fat.

UNDERLYING PROBLEMS

There are three things to think about when writing an Underlying Problem:

1. **Completeness** – your UP contains all the parts (condition phrase, stem and key verb phrase, purpose, and 3 parameters)
2. **Focus** – you have a clear manageable goal that is narrowed but not trivial and addresses the charge
3. **Adequacy** – your UP is an appropriate, significant issue/sub-problem, makes no assumptions, and has a positive impact on the FS



For this particular problem, Ups were scored for adequacy as follows:

9-10 Significant issues related to processed faux/analog meat products that had a major impact on FS stakeholders and a direct connection to the charge. For example:

- In addition to containing more salt, sugar, and/or fat, processed foods are typically high in additives and chemical preservatives, all of which are not reviewed by the U.S. FDA and may be harmful to one's health. How might we improve the nutritional value of meat-like products such as Holesome Chikken, so that these processed foods can be a sound food choice for Americans in 2045?

Important issue in the processed food industry based on the research.

7-8 Issues that were connected to the topic and focused on concerns around faux foods' implications in general, but with a weaker connection to faux food corporations and/or the charge. For example:

- Because Ms. Foodee is likely to be affordable for upper and middle income consumers in the U.S. in 2045, how might we increase the accessibility of 3-D printers, so that all consumers with various economic levels have a range of choices?

*Good issue. However, food printers are just being developed, whereas faux-meat products are ready to go on the market.
Also, not as specifically related to the charge.*

4-6 Less important issues that focused more on processed foods in general rather than any of the specific products mentioned in the FS. For example:

- Given the new processed faux meat to hit the market and the regulatory environment that exists in 2045 and beyond, how might we increase knowledge that U.S. consumers have regarding analog meats, so that they have the needed information to make informed decisions about these new products?

This is basically a media/education issue that seeks ways to inform the public, which broadens it. You could increase knowledge in just about any topic.

1-3 UPs that restated the topic or FS, were circular (condition phrase, KVP, purpose repetitive), used absolute verbs ineffectively, ignored parts of the charge, or were vague/unclear. For example:

- Because Holesome Chikken's products are relatively new, how might we improve these faux meat processed foods in the U.S. in 2045, so that they will be better for everyone?

This broad, nonspecific UP basically restates the entire topic/future scene. Hard to tell exactly what the team wants to do.

SOLUTIONS



When writing solutions . . .

- Tell **WHO** will do **WHAT**, and **WHY or HOW** it helps to solve your **UP**.
- Choose **real** agencies/people from your research to implement solutions rather than those you make up.
- Be specific in describing your solution. Simply saying a solution will solve your U.P. doesn't tell how or why it does. Explain how or why is does.



The following are examples of **well-elaborated solutions**. See if you can guess what the U.P. was.

- The USDA will work with governments to pass a Minimum Nutrient Act, a law stating the minimum amount of healthy nutrients a food must have. This will help ensure that faux meats are a more healthy food choice for consumers.
- A local, non-biased university will run tests comparing real chicken to Holesome Chikkin. The study will factor in price and taste along with the health factors, and the results will be published in a variety of sources/media. This will help educate people as to exactly what they are eating.
- Holesome Chikken will specialize their meats to fit different consumers. They will make meats that fit different cultures and ages. Then more people will feel like they can connect to the product and will buy more of it.
- Advertising agents will help Holesome Chikken create a better slogan than "Meat to the Stars" so that consumers will remember the faux meat product more and thus be more likely to buy it. This will improve the industry by increasing its profits.
- Other faux meat companies will start to sell food, creating a business rivalry between themselves and Holesome Chikkin. The rivalry will cause an increased quality from Holesome Chikkin in order to sustain themselves as the top faux meat provider.

CRITERIA

Consider the three different types of criteria based on the following Underlying Problem:

Given the new processed faux meat to hit the market and the regulatory environment that exists in 2045 and beyond, how might we **increase knowledge that U.S. consumers have regarding analog meats, so that they have the needed information to make informed decisions about these new products?**

TYPE	DEFINITION	EXAMPLES
Generic (1 point)	Can be linked or <i>used with any topic or UP</i>	<ul style="list-style-type: none"> • Which solution will cost the least? • Which solution will last the longest? • Which solution is easiest to implement? • Which solution can be implemented most quickly? • Which solution will be acceptable for the most people?
Modified (2 points)	A <i>generic criterion with added words specific to the Future Scene</i> (e.g., important stakeholders, events or processes)	<ul style="list-style-type: none"> • Which solution will cost the least <i>for faux meat enterprises?</i> • Which solution will be most acceptable to <i>analog meat companies?</i>
Advanced (3 points)	<p>A criterion that is <i>very specific to the UP, Future Scene, or topic</i> (it would most likely not apply to other U.P.s, Future Scenes, topics)</p> <p>Can be:</p> <ol style="list-style-type: none"> 1. Based on the KVP 2. Based on the purpose 3. Be justified with relevant information from the Future Scene 4. Very specific to the UP 5. Specific to the topic based on relevant research 6. Justified with relevant research and specific to the topic 	<ol style="list-style-type: none"> 1. Which solution will most <i>increase knowledge about analog meats for worldwide consumers?</i> (based on KVP) 2. Which solution will provide <i>information that will allow consumers to make the most informed decisions about the new products?</i> (based on purpose) 3. <i>Since Holesome Chikken is about to be sold in the U.S.,</i> which solution can be implemented most quickly? (generic idea logically justified with relevant FS information) 4. Which solution will be <i>most applicable to analog meats made in 3D printers?</i> (very specific to the U.P.) 5. <i>Which solution will most convince manufacturers to reduce the harmful chemicals they put in processed faux meat?</i> (specific to the topic based on relevant research) 6. <i>Since processed meats may be linked to cardiovascular disease and cancer, which solution has the best potential to improve the healthiness of processed faux meat?</i> (justified with relevant research & specific to the topic)

THE GRID and ACTION PLAN

Check the math in your **grid**, and if you have a tie, you must break it AND explain how you broke it.

We know you may be short on time for your **action plan**, but because it is worth 30 points, do your best to get here. Try to include as many details as possible. You should include more information here than you did in Step 3. Most importantly, explain how and why your solution works to solve your underlying problem.

To maximize points, keep in mind what each of the following scores means as you write your action plan:

- Relevance -- does your plan in fact help solve your U.P.?
- Effectiveness -- to what degree does your plan solve your U.P.?
- Impact -- how much does your plan impact the future scene?
- Humaneness -- does your solution have positive/constructive potential?



Remember . . . it is much better to finish the entire process/booklet than to get hung up on one step of the process and run out of time. For example, if you're stuck on solutions and can only think of ten, finish those and move on.

**GOOD LUCK ON THE
QUALIFYING
PROBLEM!**

