



# STUDENT FOOD MARKETING CHALLENGE

The Student Food Marketing Challenge provides university students with the opportunity to play the role of consultants and compete to give a presentation outlining their strategic recommendations in response to a marketing and food distribution challenge.

The competition will be held virtually in 2021. Teams will receive a summary of an industry challenge a few weeks before the conference and will be required to submit a 10-minute video as a response. Teams will have a Q&A session with the industry client before the deadline to submit their videos. A team of judges will evaluate the videos and select the finalists based on specific quality and creativity criteria. The top three teams will advance to the final round where they will have the opportunity to present their recommendations to the industry client via Zoom.

The winners will be announced during the FDRS conference. The top three teams will split \$2,250 in prize money (\$1,000 for 1<sup>st</sup> place, \$750 for 2<sup>nd</sup> place, and \$500 for 3<sup>rd</sup> place).

Teams can consist of 3 to 5 undergraduate and masters-level students; however, the majority of the team members must be undergraduate students.

Registration fees are \$50 per team. **Teams should register for the competition no later than August 27<sup>th</sup>, 2021.**

For more information, please contact contest chair Elizabeth Canales ([elizabeth.canales@msstate.edu](mailto:elizabeth.canales@msstate.edu)).



**2020 FDRS Student Food Marketing Challenge**  
***First Place Team***  
*Lincoln University, New Zealand*



*Team Members:*

Grace Mainwaring, Grace Moscrip, Lincoln Roper, Emma Richie, and Emma Boase (team coach).

