



Lesson 3: Reformulation

This lesson focuses on the different ways in which burgers are made and the science, technology and engineering that is required to make them on a larger scale within the Scottish food and drink industry.

Butchers, processors and retailers are coming up with new ideas for innovative products and looking at new trends for future products making sure they reduce their impact on the environment and making the food we eat is healthier. This involves lots of different people doing a variety of different jobs requiring a range of skills – there’s something for everyone in the food and drink sector.

In this video Butcher Ryan Briggs talks about developing a burger recipe – https://youtu.be/_UY1pMA3M8w

Food Reformulation

Food reformulation is defined as “the re-designing of an existing processed food product with the objective of making it healthier.”

So why do food manufacturers reformulate their products? They do this to help consumers make healthier choices and to support the dietary health of Scottish consumers and to support the ambitions of Scottish Government to tackle obesity.

“In 2020 we launched a low-fat breakfast patty, just lean meat and seasoning, coming in at less than 100 calories. We put it on social media at 11am and the shop sold 30 packets that day, and another 42 packets the following day. There’s such strong interest in these products if you promote them well.”

Laura Black, Cooper Craft Butchers

Read the following case study to find out how one butcher has been involved in a reformulation project to redesign some popular red meat products and the impact it has had on her business:

<https://www.fdfscotland.org.uk/globalassets/resources/case-studies/fdf-scotland/coopers.pdf>

What prompted Laura to consider making some changes to her products?

What 3 main areas did she focus on?

Did the changes have an impact on sales?

How did Laura get her customers involved?

Evaluation

When producers are reformulating their products and removing some of the healthier components, they also must ensure that this doesn't make the final product look or taste different to what the customer expects.

Why do you think they have to do this?

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To make sure that the products look and taste the way the customer expects, food manufacturers often employ taste testers. These are professionals who are trained to taste the products to make sure they are what the customer expects and meet the quality standards of that product.

Is there anything you can add in or take out of your burger to make it healthier, but still making sure that it looks appealing, and tastes great? Note down any potential changes you could make.

Also think about current food trends or perhaps even what your classmates would like to see on a lunchtime menu at school - all of this can help influence your choices.

Can you think of any food trends than might influence your burger design?

Careers

QMS Meaty Careers Videos - <https://education.qmscotland.co.uk/FarmingFoodsteps/21>

Skills Development Scotland - My World of Work <https://www.myworldofwork.co.uk>

Foundation Apprenticeships - Food & Drink Technologies <https://www.apprenticeships.scot/browse-frameworks/foundation-apprenticeships/food-and-drink-technologies/individual-food-and-drink-technologies>

Go Further

Find out more about reformulation and the 8 Principles of Reformulation here:

<https://www.fdfscotland.org.uk/fdf/what-we-do/diet-and-health/reformulation-and-portion-size/reformulation-support-for-scotland>

Why not make your own poster about reformulation?

Name:

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