

C·A·F·F·R·E



Center for Advanced Functional Foods Research and Entrepreneurship

You're Invited to Participate in the 2018 Arnold Fitness Expo Nutrition Challenge!

What is the Arnold Fitness Expo Nutrition Challenge?

For the past 30 years, the Arnold Expo has been coming to Columbus to promote health and fitness. The Expo features a number of vendors with the latest nutritional supplements. But do they really work? The Center for Advanced Functional Foods and Entrepreneurship is challenging OSU graduate students to find out!

How does it work?

CAFFRE will support teams of up to three students each (6-8 teams total) to attend the Expo and identify a product with a health claim. Your team will analyze the product ingredients and prepare a short presentation as to whether or not you think the claim is valid. In addition, CAFFRE will host a seminar for all teams focused on interpreting product labels. **All teams will give a brief presentation at the March 29, 2018 CAFFRE session. Presentations will be informally judged by CAFFRE members present.**

Give me the details....

Teams will provide a general outline (max 5 pages) of one product. This will include:

1. A description of the product, including details on composition and processing. You should include a photo of the product.
2. Explain what health claim or claims are being made.
3. Discuss whether there is science to support claims made. Include info on dosage frequency and other product instructions.
4. Identify any clinical data on safety and efficacy.
5. Provide background on the company. Include anything learned about quality controls, analytics, etc...
6. Identify and discuss marketing practices (i.e. examples of social media, other advertisements).
7. Discuss the potential for profitability. What are the cost of ingredients and processing? What is the cost to the consumer?

What are the benefits of participating?

1. Networking with fellow graduate students and faculty.
2. Practice your presentation skills.
3. Enhance your knowledge about the supplement industry.
4. All teams will receive a gift card for participating; one team will be selected for an additional prize.

How do we sign up?

You can sign-up [here](#). To ensure that teams are multi-disciplinary in nature, teams will be formed by CAFFRE leadership.

Important Dates:

Sign-up deadline: February 23, 2018 by 5pm

Arnold Fitness Expo: March 1-4, 2018

CAFFRE presentation: March 29, 2018

Questions? Contact Julie Manning— manning.318@osu.edu or 614-292-0229