



EDUCATOR'S PACK

INTRODUCTION

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Welcome to the Global Burger Challenge for 2027!

This burger challenge has been developed using the context of creating a burger to learn about the journey food makes, from farm to fork.

We are inviting pupils to focus on the cuisine found within a country or continent and use this as a basis for developing a patty. Using our ***Make it Scotch Education*** resources, they can learn about the meat included in their burger, whether this is Scotch Beef, Scotch Lamb, or Prime Scottish Pork.

Pupils will then contextualise this learning, by considering the nutritional value of their burger patty; what they could pair it with to enhance the overall dish; and the costings, packaging and marketing of the dish.



THE DESIGN BRIEF

Develop a burger which encompasses the traditional ingredients of a chosen country/continent, which could then be sold in a retail establishment, using Scotch Beef, Scotch Lamb or Prime Scottish Pork as the basis for the burger patty.

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JUDGING CRITERIA

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CUISINE

Consider the tastes, spices and flavours that are associated with your chosen country and incorporate these into your recipe.

MARKETING

Packaging design – Why would consumers pick up your product? Don't forget to think about who your target audience are and include any labelling that might be required.

COST

Think about the costings associated with producing your burger, eg. Ingredients, overheads included if it were to be created and sold in retail, staffing.

IMPACT

The environmental and nutritional impact of your product... is it sustainable, and is it healthy? Can you 'reformulate' it, to make it better hit these outcomes?

REFLECTION

Think about your burger's journey from 'farm to fork'. Think about the careers involved. Can you think of the roles/skills required to produce your burger?

LEARNING INTENTIONS

- To use a range of creative and innovative strategies to investigate a **design brief**.
- To design and make a new food product, giving consideration to the **farm to fork journey of Scottish red meat**.
- To be able to **evaluate** your new food product against given criteria and own specifications and identify how it could be **improved**.
- To explain factors which can influence **consumer food choice**.

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Last years S1-S3 winner!

SUCCESS CRITERIA



Last years S4-S6 winner!



- I can use a **design brief** to complete a challenge which results in a **new food product** being produced.
- I can **explain the journey of red meat**, discussing the process of production from farm to consumer.
- I am able to **explain factors which can influence a consumer's choice** of food.
- I am able to **evaluate** my own food product and suggest changes which could be made in order to **improve** it for the future.

LEARNING RESOURCES

We strongly encourage schools to use our learning resources to enhance learning through the Global Burger Challenge. Focussing on the journey red meat takes from 'farm to fork' and deepening the learning of young people around where their food comes from.

[Education Hub - Make it Scotch](#)

[Make it with Meat: Reformulation](#)

[Food: A Fact of Life - Sensory Cookery](#)

[Food: A Fact of Life - Careers in Food](#)

[FDFS - Careers in Food & Drink](#)

[QMS0103517-Roles-in-Red-Meat-Toolkit-R5_1902A.pdf](#)



T's & C's

1. Please complete the **Application Form**, linked at the end of this booklet, with all the necessary information.
2. The Application Form and any accompanying documents/files, must be sent to **moira.stalker@fdfscotland.org.uk**, no later than **Friday 19th March 2027** at 5pm.
3. Pupils can choose how to showcase their burger, as part of their entry – e.g. handwritten, photographs, a PowerPoint, a video, etc.
4. Pupils must make reference to the 5 '**Judging Criteria**' in their entry documentation/media.
5. Burger concepts/recipes must contain 100g of either **Scotch Beef, Scotch Lamb or Prime Scottish Pork**.
6. The burger should be given a **name**.
7. The competition is open to **S1-S6** pupils from Scottish Secondary Schools. This year we will have two winners – one from S1-S3 and one from S4-S6. We will also award Highly Commended certificates to runners-up.
8. Teachers should submit a maximum of **2 entries** from each class (multiple classes per year group are permitted).
9. Entries can be from **individual pupils or teams** (max 4 pupils per team).
10. Entries will be judged by a **panel of judges** and competition representatives. A shortlist of finalists will be selected, and their burgers will be created, cooked and judged.
11. Those **shortlisted** to be created by our competition chef will be notified before the end of March 2027.
12. Finalists will be invited to attend the Royal Highland Show for the awards ceremony, in June 2027.

Submission of an entry shall constitute acceptance of all terms and conditions. Once the burger recipe has been entered it will become intellectual property of Quality Meat Scotland (QMS) and by entering the challenge entrants agree that QMS & FDF Scotland reserves the right to use any materials submitted including, but not limited to, photographs for any purpose connected to the competition.

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THANKYOU

Moira Stalker 

moira.stalker@fdfscotland.org.uk 

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