

Worksheet 3a



Design Challenge: Design a Dairy Product

Create a new dairy product such as milk, cheese, or yoghurt. The dairy product should make someone want to buy it because it looks delicious and healthy. The label you create for your dairy product will help people know what the product is and what it contains. Include important information about your dairy product and use your imagination.



Use the questions in the checklist to help you plan.

	What type of dairy product will you create? (milk, yoghurt, or cheese)
	What fun or catchy name will you give it?
	What character or logo will you include to represent the product? (this could be a happy cow or a playful spoon)
	How will your product help people stay healthy? (use descriptions such as "high in calcium," "for strong bones," "good source of protein")
	Will it come in different flavours or have unique ingredients? (e.g. strawberry yoghurt, chocolate milk, cheese with herbs)
	What type of container will you use? (carton, cup, bottle, tub)
	Who will this product appeal to the most? (children, adults, families, athletes)
	How much of the product is in the package? (e.g., 500ml for milk or 200g for cheese).
	What colours, images, or characters will make the product stand out?