



## **Apprentice field trips at Moonlight Creamery**

Thank you for your inquiry about having a field trip to Moonlight Creamery. We've compiled the following information to make your field trip go smoothly, and to create the best possible learning experience for students.

### ***What happens during an Apprentice field trip?***

A field trip to Moonlight Creamery is a hands on, experiential learning event designed to introduce students to the concepts of entrepreneurship and product development in the context of the child-friendly ice cream industry. Students learn about the operations of a small business in their community and the steps required to bring a new product offering to market. The field trip includes an informational tour and the opportunity for the students to create and manufacture their own ice cream flavor. The field trip concludes with a Q&A period while the children enjoy a scoop of their favorite flavor of ice cream.

Optional, but recommended, pre-work on developing and naming the flavor concept enhances the learning experience for students. Recommended class activities are detailed below.

Since the ice cream created takes a day to “harden”, the instructor has the option either to pick up the ice cream to be served in class at a future date or to distribute certificates to the class for them to come back individually to Moonlight Creamery for a free cone of their choice. The class creation will also be featured in the Moonlight Creamery dipping cabinet while supplies last.

### ***Learning objectives***

At the conclusion of the field trip students will be able to:

- Recognize the types of roles required to run a small business in our local community.
- Summarize the steps in a basic product development process, from concept to launch and marketing, as applied to the development of a new ice cream flavor.
- Identify the ingredients in ice cream and explain the attributes that determine quality.
- Explain the science of making ice cream and describe the steps in the ice cream manufacturing process.
- Define concepts related to the experience, including “entrepreneurship”, “fair trade”, “organic”, “overrun”, “prototype”, and “product marketing”.

### ***Agenda***

- Arrival and introductions (5 minutes)
- Tour of operations (20 minutes)
- Ice cream manufacturing laboratory (45 minutes)
- Ice cream tasting and Q&A (5 minutes)
- Dismissal (5 minutes)



## ***Ice cream flavor development***

One week prior to the field trip, we require notification of the proposed flavor the students would like to develop, including the base flavor and any inclusions. We request that the proposed flavor takes in to account the special needs of students in the class with food allergies. We reserve the right to modify the proposal based on our experience working with the ingredients. All flavor submissions and names become the property of Moonlight Creamery. If we do not receive advance notice of the desired flavor, we will have the students make one of our existing flavors instead.

## ***Recommended optional pre-work***

During a field trip at Moonlight Creamery, students are introduced to a simplified product development process to illustrate the steps required to turn an idea for a new flavor in to a launched product. A core step in that process is to develop a product concept – that is, what flavor do the students want to create? Questions the students might want to consider in the development of their flavor include:

- Who is our target audience? (kids? adults? gourmets? people with allergies? etc.)
- What combinations of flavors and ingredients taste good together?
- What do we want to include in the ice cream and how much? (eg. Nuts? Candy? Fruit? Nothing?)
- Do we want to create a flavor similar to an existing flavor or something entirely new?
- How much do we want to spend on creating the flavor? (some ingredients cost a lot of money, others cost less).
- What will we name our new flavor?
- Other questions?

Students can approach the ideation and selection of their flavor concept using a variety of market research tools, including:

- Brainstorming, either in small groups or as a whole class
- Benchmarking (considering flavors of ice cream they already like and figuring out how to make them even better)
- Surveying (each other, other classes, parents, etc.)
- Consensus – the class decides what flavor they want to make
- Voting

Students are encouraged to be creative in the flavor development and naming of their creation. While vanilla and chocolate based flavors are certainly popular, we've had students develop unique flavors like Mango Jango, Swirly Pear, and Rockin' Rolo.

For younger students, an effective and simple way to decide on a flavor to make is to have the students “vote” on a base flavor (vanilla, chocolate, or strawberry) and on 2-3 inclusions from a pre-defined list. Students can then graph the results and determine their flavor creation based on which ingredients get the most votes.



## ***Frequently Asked Questions***

### **How long does a field trip last?**

Plan for 1 ½ to 2 hours. The instructional part of the field trip lasts approximately 70 minutes, followed by enjoying ice cream and Q&A for another 15-20 minutes.

### **What ages are best?**

First through Fifth grade classes are the ideal age for a field trip. They have the right level of interest and understanding (and attention span). Simplified field trips are available for pre-school groups and more in depth field trips are available for children up to 13 years of age.

### **How many students can be accommodated?**

We can accommodate groups as large as 25 students. We require a minimum of 12 students. Larger groups can be accommodated by booking field trips back to back.

### **What is the cost?**

To cover the cost of labor and materials, the fee for a field trip is \$150 for up to 12 students and \$7 for each additional student. This is a subsidized cost available only to public and private school groups and licensed home school groups.

### **When can a field trip be booked?**

We host field trips on Tuesdays, Wednesdays, and Thursdays, starting at 11 am, 12 pm, or 1 pm. We limit the number of field trips to two per day, and eight per month. Available times are booked on a first-come, first served basis. We do not host field trips during the summer (Memorial Day to Labor Day).

### **How do we book a field trip?**

Visit our website at [www.moonlightcreamery.com](http://www.moonlightcreamery.com) and navigate to the “Community” page. On the “Field Trips” page you will see a button that will take you to a request form. Note that filling out an application does not guarantee that your field trip will be scheduled.

## ***About Moonlight Creamery***

Founded in 2007, Moonlight Creamery is Fairport’s only artisan hand made ice cream parlor. In addition to ice cream, Moonlight Creamery serves fair trade, organic coffee and tea, artisan chocolate, fresh pastries and light lunches. One of the missions of Moonlight Creamery is to give students the opportunity, both experientially and financially, to advance their education and develop the assets needed for long term success.