

# Appendix A: Letter of Intent Form

Date: \_\_\_\_\_ Title of Proposal: \_\_\_\_\_

Names & Current Grade Level of Team Members: \_\_\_\_\_

Name of Team Lead: \_\_\_\_\_

Email: \_\_\_\_\_ Phone Number \_\_\_\_\_

Name of Sponsoring Professor: \_\_\_\_\_

Email: \_\_\_\_\_ Phone Number \_\_\_\_\_

Name of College \_\_\_\_\_

Product Selection \_\_\_\_\_

1. An existing single, non-branded fruit or vegetable (red seedless grapes, broccoli, etc.) in any form (fresh, frozen, canned, dried, or 100% juice).
2. An existing single branded fruit or vegetable in any form (Wonderful Citrus® Halos™, Dole Mixed Fruit in 100% juice, Tropicana Orange Juice, Sun-Maid Raisins, Birds Eye® Frozen Sweet Peas, etc.).
3. A new fruit or vegetable product (not currently in retail).

Overview of the marketing proposal (approximately 275 words):