



## YOUR COMPANY HAS BROKEN NEW GROUNDS?

WE OFFER YOU A UNIQUE WINDOW INTO THE FOOD INDUSTRY.

The Food Processing Council of Quebec (CTAQ) and its partners wish to recognize the efforts of companies that demonstrate outstanding innovation and creativity during the course of their current activities within the agri-food industry. With this purpose in mind, they are launching the Food Innovation Award contest's 2024 edition, including the categories:

### PRODUCTS | PACKAGING | TECHNOLOGY & PRODUCTIVITY

The jury will recognize the most innovative projects in each category.

The evaluation will be carried out confidentially by professionals representing or revolving around the agri-food industry.

Submit your innovation project and you could have your efforts, investments and leadership acknowledged by your peers and the general population.

All the details of the contest are described in this document:

WHAT IS INNOVATION? .....	2
ADMISSIBILITY CRITERIA.....	2
CATEGORIES.....	2
PRIZES.....	4
PRIZES FROM OUR PARTNERS .....	5
EVALUATION PROCESS .....	6
RESPECT OF CONFIDENTIALITY .....	6
ENTRY FEE.....	7
GENERAL RULES.....	7
PREPARATION OF THE CONTEST ENTRY .....	8
ANNEX .....	9

### OUR PARTNERS



## WHAT IS INNOVATION?

For the present contest, innovation means:

- To create, develop and apply new forms of knowledge,
- To develop and integrate new processes, new technologies,
- To develop and market new or improved products.

Innovation stems from an idea and acquires value for the company at the marketing or implementation stage, thereby increasing productivity and/or generating profits.

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## ADMISSIBILITY CRITERIA

Any company in Canada's food sector - in its broadest sense - can register an innovation project.

Companies wishing to submit their application must meet the following eligibility criteria:

- The research, elaboration and development of the innovation project must have been carried out in Canada.
- The company must comply with all food safety standards.
- The innovation project must have been **developed OR launched between October 1<sup>st</sup>, 2023 and September 30<sup>th</sup>, 2024**, with the exception of projects in the "Technology & Productivity\*" category, that could have been developed or launched between October 1<sup>st</sup>, 2022 and September 30<sup>th</sup>, 2024.

*\*A technology & productivity project can be submitted two years in a row as long as it respects all admissibility criteria and that it has not yet won.*

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## CATEGORIES

### PRODUCTS Category

Eligible types of projects in the **new or improved products** or line of products category, destined for human consumption, are:

- Distilled alcohols  
*Alcohols, brandies, liquors, etc.*
- Fermented alcoholic drinks  
*Wines, beers, coolers, ciders, mistelles, meads, etc.*

- Chocolate, snacks, desserts and confectionary  
*Chocolate, cereal bars, jellies and fresh fruit strips, candy bars, chips, popcorn, pretzels, nuts, dried fruits, sherbets, soya-based products, etc.*
- Juices and beverages  
*Juices, beverages, soya, almond or other-based beverages, flavored waters, kombucha, hot, cold and frozen mixes, tea, herbal tea, coffee*
- Prepared dishes ready-to-eat, ready-to-serve or ready-to-assemble  
*Refrigerated or fresh frozen*
- Bakery/pastry products  
*Flour or flour-based products: bread, bagels, crackers, waffles, cakes, baked goods, cookies, variety packs, flour mixes, etc.*
- Shelf-stable products  
*Canned goods, pasta, breakfast cereals, other dry cereals, dehydrated soups, condiments, sauces, oils, salad dressings, etc.*
- Specialty products  
*Nutraceutical products, food ingredients (powders, liquids), meal replacement bars or beverages, specific diets products, etc.*
- Dairy products  
*Milk, cheese, butter, cream, ice cream, yogurt, frozen yogurt*
- Animal proteins (main ingredients)  
*Meat and poultry products (raw, cooked, breaded meats, cold cuts, terrines, rillettes, etc.), fish and seafood products (raw, cooked, smoked, marinated, breaded, etc.), insects*
- Vegetable proteins (main ingredients)  
*Algae (spirulina), camelina, hemp, oleaginous fruit (nuts, hazelnuts, almonds, etc.), legumes (peas, lentils, beans, etc.), lupine, soy*

*A product cannot be listed in more than one subcategory. The company will be able to choose the one in which their product fits best according to its market segment.*

### **PACKAGING Category**

**All new or recast** packaging (single or line) designed for food products are eligible. The projects could be submitted individually or jointly (ex.: processor / agency) by:

- Food processors
- Packaging manufacturers
- Graphic designers
- Marketing, advertisement, or public relations agencies

## TECHNOLOGY & PRODUCTIVITY Category

The eligible types of projects in the **technology** category are:

- New technology  
*Software, applications*
  - New processing/manufacturing processes
  - Implementation of existing technologies from other business sectors
  - New non-food products that serve the food industry  
*Paper products, sanitation and hygiene products, etc.*
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## PRIZES

Category	Products	Packaging	Technology & Productivity
Number of possible winners	11	1	1

### For the finalists:

In addition to having the possibility of using the mention and the “Finalist” logo of the 2024 CTAQ Food Innovation Awards (visual subject to CTAQ approval), each finalist company:

- Will have one (1) free admission to the [2024 Marketing Event](#) including the conferences, private cocktail and Gala Dinner,
- Will be invited to a private cocktail held before the 2024 Marketing Event’s Gala Dinner with the contest’s partners and where buyers of the big distribution chains will also be invited,
- Will have the possibility to buy tickets for its guests to attend the Gala Dinner including the private cocktail.

For the winners:

In addition to having the possibility to use the mention and the “Winner” logo of the 2024 CTAQ Food Innovation Awards (visual subject to CTAQ approval), the winning companies will also be offered numerous opportunities for visibility with the prize's partners, including in particular:

- Discovery of your innovative project at CTAQ and industry events,
- Sending of the list of winning products to box-lunch services,
- Sharing in the CTAQ and industry newsletters and magazines,
- Publication in the CTAQ and industry media / website,
- And others.

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## PRIZES FROM OUR PARTNERS

Innovation is the main driving force of the agri-food industry and the 2024 contest partners wish to recognize the efforts of food or related companies that demonstrate outstanding innovation and creativity in the course of their current activities.



As a major partner of the contest, the National Bank of Canada will give the Entrepreneurship Prize to the company who will best answer the following question:

*“Briefly describe how you foster the entrepreneurial spirit within your company by encouraging your employees to realize their ideas.”*

You can choose if you want to participate. The winning company will be chosen by a jury formed by the National Bank among all the entries received for the contest's 2024 edition.



As a major partner of the contest, the Desjardins Movement will give the Innovative Company Prize to the company who represents a strong creative potential and who reinvents itself constantly.

You do not need to fill in another document. The winning company will be chosen by a jury formed by Desjardins among all the entries received for the contest's 2024 edition.

## **FASKEN** ECO-RESPONSIBLE PRIZE

As a major partner of the competition, Fasken will award the ECO-RESPONSIBLE Prize to the company which obtains the best score in the evaluation criterion "Sustainable development".

You do not have to fill out any additional documents. The winning company will be determined by the members of the jury from among all the entries received for the contest's 2024 edition "New or improved products" and "Packaging" categories. Companies that have submitted an entry in the "Technology & productivity" category are not eligible, since the "Sustainable development" criterion is not an evaluation criterion.

## **IC<sup>▲</sup>** Performance d'affaires **IMPROVED PRODUCTIVITY PRIZE**

As a major partner of the contest, Inno-centre will award the Inno-centre IMPROVED PRODUCTIVITY Award based on the answer provided to the following question:

"Describe the initiatives (adoption of best practices, training, staff attraction and retention strategy, new technologies, new equipment, etc.) that you have implemented over the past 2 years to improve your productivity. Elaborate on the benefits obtained to illustrate the gains obtained."

You can choose to participate or not. The winning company will be selected by Inno-centre amongst all the applications received for the contest's 2024 edition.

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### **EVALUATION PROCESS**

The jury, made up of professionals who represent or revolve around the food industry, will meet in October 2024 to assess the projects entered in the competition.

All innovative projects are evaluated according to criteria specific to each category, in a fair and equitable manner, regardless of the size of the company.

To be a finalist, the submitted innovation project must obtain a minimum of 70%, meaning 70 points out of a maximum of 100 (or 59.5 points out of a maximum of 85 for the sub-categories "Distilled alcohols" and "Fermented alcoholic drinks"). The highest cumulative score will determine the winner.

### **RESPECT OF CONFIDENTIALITY**

The members of the jury will ensure that all the elements related to this competition and transmitted by the companies, in particular the files, information and data contained therein, are treated under the strictest confidentiality. Application files will be destroyed after the awards ceremony.

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## ENTRY FEE

Number of employees	Entry fee (+ tax)
Less than 20	\$250
20 to 49	\$500
50 and more	\$1 500

## PAYMENT

The entry fee is payable online at <https://conseiltaq.com/event/prix-innovation-en-alimentation>

The payment must be received **before 5 PM on October 4<sup>th</sup>, 2024.**

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## GENERAL RULES

1. No document, sample or other item transmitted as part of the contest will be returned to the participating company. All documents submitted when entering the competition will be destroyed by shredding after the prizes have been awarded.
2. The organizers reserve the right to reject incomplete registration files, which do not meet the required conditions, have not been written in a clear and legible manner or have not been deposited at the place and / or before the deadline indicated in this document.
3. Companies whose applications will be selected as finalists may be invited to an interview where they will present their innovation project according to the means they deem appropriate.
4. The jury reserves the right to reassign a file entered in one category to another appropriate category, as well as for the subcategories of the “New or improved products” category.
5. The decisions of the jury are final and the obtained scores are not shared.
6. The organizers reserve the right to use or allow the use of the names of finalists and winners without payment of fees or royalties, for the sole purpose of promoting the contest.
7. The participating company must sign the declaration by virtue of which it releases the organizers and all persons and organizations involved in the competition from any liability.

8. The organizers and the jury will treat confidentially all documents relating to an innovation project presented within the framework of this competition.
  9. The registration fees are non-refundable.
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## PREPARATION OF THE CONTEST ENTRY

- Registration forms will be sent to you after your official registration at <https://conseiltaq.com/event/prix-innovation-en-alimentation>.
  - **The complete file of your application must include:**
    - ✓ The duly completed registration form
    - ✓ A copy of your certificate in Hygiene and food safety for projects registered in the New or improved products category (for alcohols, your certificate from the RACJ)
    - ✓ Proof of online payment (either by credit card or bank transfer or check, in the name of CTAQ, covering the cost of registration)
    - ✓ Your company logo, on transparent background, PNG format
    - ✓ A high resolution, Web format, picture of your innovative product/packaging/technology
  - You must send your file, by email, to [concours@conseiltaq.com](mailto:concours@conseiltaq.com) before 5 PM on Friday October 4<sup>th</sup>, 2024.
  - All applicants will receive an acknowledgment of receipt by email within days of receipt of their registration form.
  - Please note that all registered applicants will be required to provide sufficient product/packaging samples for all jury members (if applicable). The sample delivery date and quantities needed will be communicated to them at the end of September once the page detailing the different formats of the product is received.
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**QUESTIONS**      [concours@conseiltaq.com](mailto:concours@conseiltaq.com) | 450 349-1521



## **ANNEX**

## EVALUATION CRITERIA NEW OR IMPROVED PRODUCTS

- The proposed projects will be evaluated according to the following seven (7) major categories of criteria.
- The innovation project will be rated only on the criteria that apply.
- A minimum score of 70% is required to be a finalist.

<b>Degree and quality of the innovation</b> Describe the innovative aspect of the product and how it stands out from the competition.	<b>25 points</b>
<b>Difficulty level</b> Describe what effort was required to create and develop the product.	<b>15 points</b>
<b>Nutritional profile*</b> Describe the nutritional profile of the product and compare it to the competition.	<b>15 points</b>
<b>Practicality</b> Describe how the innovation improves the use of the product.	<b>15 points</b>
<b>Pleasure and taste</b> Describe what characterizes your product in terms of texture, taste and consumer appeal.	<b>10 points</b>
<b>Sustainable development</b> Describe how the innovation is eco-responsible and brings about an improvement in terms of sustainable development.	<b>10 points</b>
<b>Potential for success in the grocery store or HRI</b> Describe the process for bringing your product to market, target markets, retail price and reception.	<b>10 points</b>

*\* Not applicable for the sub-categories "Distilled alcohols" and "Fermented alcoholic drinks".*

## EVALUATION CRITERIA PACKAGING

- The proposed projects will be evaluated according to the following six (6) major categories of criteria.
- A minimum score of 70% is required to be a finalist.

<p><b>Technical challenges</b> Describe what were the technical challenges you faced and the solutions provided.</p>	<b>20 points</b>
<p><b>Product conservation</b> Describe how the innovation extends the life and integrity of the product.</p>	<b>15 points</b>
<p><b>Consumer experience</b> Define the innovative aspect of the use of the product: handling, format, ease of opening and closing, handling during transport. What improvements have you made to minimize losses and reduce waste?</p>	<b>20 points</b>
<p><b>Communication and packaging strategy</b> Describe the message you wanted to communicate with your packaging as well as your strategy to ensure originality / uniqueness in its category.</p>	<b>15 points</b>
<p><b>Artistic qualities</b> Graphics (clarity of information including nutritional table, claims, ingredients (compliance with standards and good practices)), general visual impact and originality.</p>	<b>15 points</b>
<p><b>Sustainable development</b> Equipment used, end-of-life management, packaging / product ratio, environmental impact.</p>	<b>15 points</b>

## EVALUATION CRITERIA

### TECHNOLOGY & PRODUCTIVITY

- The proposed projects will be evaluated according to the following four (4) major categories of criteria.
- A minimum score of 70% is required to be a finalist.

<p><b>Context</b> Describe the issue that led to the development of the project, the objectives and/or goals pursued.</p>	<p><b>10 points</b></p>
<p><b>Project description</b> Describe your project in detail, the innovative aspects, how they allow you to differentiate yourself, your investments.</p>	<p><b>25 points</b></p>
<p><b>Technology transfer associated with the project</b> Technology transfers, external resources used (if applicable) and the advantages/disadvantages of each.</p>	<p><b>15 points</b></p>
<p><b>Expected and/or obtained results</b> Strategic vision, operational impact, financial impact, access to markets, competitive advantages, etc. How the project has helped or should help (if not yet implemented) to achieve the objectives, key performance indicators, challenges/difficulties encountered, number of jobs created, etc.</p>	<p><b>50 points</b></p>