



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 2020 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:

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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.

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 1st, 2019 and September 30th, 2020.
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CATEGORIES

PRODUCTS Category

Eligible types of projects in the **new or improved products or line of products** category 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, hot, cold and frozen mixes, tea, herbal tea, coffee

- Prepared dishes ready-to-eat, ready-to-serve or ready-to-assemble
- 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.
- Fish and seafood products (main ingredients)
Raw, cooked, smoked, pickled, breaded, etc.
- Specialty products
Nutraceutical products, food ingredients (powders, liquids), meal replacement bars or beverages, specific diets products, imitation products of meat and poultry, imitation of cheese, etc.
- Meat and poultry products (main ingredients)
Raw, cooked, delicatessen, terrines, rilette, etc.
- Dairy products
Milk, cheese, butter, cream, ice cream, yogurt, frozen yogurt

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.

PRIZES

Products category:

- Possibility of eleven (11) Award Winners

Packaging category:

- Possibility of one (1) Award Winner

Technology & Productivity category:

- Possibility of one (1) Award Winner

Each company that is a finalist:

- Will be invited to a private cocktail held before the [2020 Marketing Event](#)'s Gala Dinner with the contest's partners and where buyers of the big distribution chains will also be invited,
- Will have one (1) free admission to the CTAQ's Marketing Event including the conferences, private cocktail and Gala Dinner,
- Will have the possibility to buy tickets for its guests to attend the Gala Dinner including the private cocktail.

For the winning companies:

The winning companies will have the option to use the logo or mention Winner of the 2020 CTAQ Food Innovation Award and will be offered many opportunities for increased visibility through partners, including:

- Discovery of your innovation project (at your expense):
 - At CTAQ's Annual Convention (March 25 to 28, 2021): opportunity to sample your innovation project to the delegates (400 attendees),
 - At the Cocktail at the National Assembly in Quebec in May 2020 (150 attendees),
 - At SIAL Canada (showcase at CTAQ's booth) from April 27 to 29, 2021 in Montreal.
- Newsletter:
 - Publication in CTAQ's newsletter,
 - Publication in Aliments du Québec's newsletter,
 - Publication in the Retail Council of Canada's newsletter.
- Magazines:
 - Publication in Canadian Grocer,
 - Publication in other industry magazines (to be confirmed).
- Medias :
 - Publication on all CTAQ media platforms (LinkedIn, Facebook, Twitter),

- Publication on À Table Québec’s Facebook page,
- Banner on the CTAQ website’s homepage from December 2020 to September 2021.
- Media support including:
 - Communication to your local newspaper(s),
 - Communication to your deputy,
 - Communication to the MAPAQ minister,
 - Help, if needed, to compose your official statement announcing your winning innovation.
- And others (to be confirmed).

Note: Due to the COVID-19 situation, certain visibilities might not be possible, especially those within events. Thank you for your comprehension.

PRIZES FROM OUR PARTNERS

Innovation is the main driving force of the agri-food industry and the 2020 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 sponsor 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 2020 Food Innovation Award contest.



As a major sponsor 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 2020 Food Innovation Award contest.

As a major sponsor of the contest, Investissement Québec will award the Productivity Prize to the company which has demonstrated an increase in productivity through the implementation of a new technology or an innovative process to accelerate its growth. The project must have been initiated in the last two years.

You can choose if you want to participate. The winning company will be chosen by a jury formed by Investissement Québec among all the entries received for the 2020 Food Innovation Award contest.

EVALUATION PROCESS

The jury, made up of professionals representing or revolving around the agri-food industry, will meet in October 2020 to evaluate the projects entered in the contest. Each file submitted will be thoroughly examined, using evaluation grids specific to this contest.

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 reach the finals, the innovation project submitted must obtain a minimum of 70 points out of a possible 100. The highest cumulative score will determine the winner.

RESPECT OF CONFIDENTIALITY

Members of the jury will ensure that any and all elements of information, including files and data related to this contest and submitted by the companies, will be treated with the strictest confidentiality.

The entry files will be destroyed after the awards ceremony.

ENTRY FEE

PRODUCTS category | **TECHNOLOGY & PRODUCTIVITY** category

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

PACKAGING category

The entry fee for all companies is **\$350** plus tax.

PAYMENT

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

The payment must be received **before 5 PM on October 2nd, 2020**.

GENERAL RULES

1. No document, sample or other item sent in as part of this contest will be returned to the participating company. All documents submitted at the contest entry stage will be destroyed by shredding after the awards ceremony.
 2. The contest organizers reserve the right to reject incomplete entries that do not fulfill the required conditions or have not been written in a clear or legible manner, or submitted at the designated place and/or on due time, as defined in the document herein.
 3. The companies whose submissions will be selected for the finals may be asked for an interview where they will present their innovation project by means or tools they deem appropriate.
 4. The jury reserves the right to reassign a piece registered in one category to another more appropriate one.
 5. The decisions of the selection committee are final.
 6. The contest organizers reserve the right to use or permit the use of the names of the finalists and winners for the sole purpose of promoting the contest, without any compensation or rights to royalties.
 7. It is compulsory that the participating company signs the declaration releasing the organizers, and all individuals and organizations engaged in the contest from any liability,
 8. The contest organizers and the selection committee members will treat all documents related to the innovation project presented in this contest as confidential.
 9. The entry fees are not refundable.
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PREPARATION OF THE CONTEST ENTRY

- Complete the entry form available on the CTAQ website at <https://conseiltaq.com/event/prix-innovation-alimentation/>
- Your complete contest entry must include:
 - ✓ The completed entry form
 - ✓ A copy of your Food Hygiene and Safety Certificate if your project is registered in the New or improved products category (for alcohols, your RACJ certificate)
 - ✓ Your check, payable to CTAQ, covering the entry fee OR proof of the online payment
- Your file and all relevant documents must be sent, by email, to liliblanchette@conseiltaq.com or be mailed to the address below **no later than 5 PM on October 2nd, 2020.**

CTAQ
a/s 2020 Food Innovation Award
216, Denison East St.
Granby, QC J2H 2R6

- All candidates will receive by e-mail an acknowledgement of receipt for their application in the days following receipt of the form by the organizers.
- Please note that all registered candidates will be required to provide enough samples of the new product(s) for all members of the panel of judges (if applicable). We will notify all candidates, by email or telephone, of the date of delivery at the beginning of October, after closing contest entry.

QUESTIONS

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