



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 in 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 2019 edition, including the categories:

PRODUCTS | PACKAGING | TECHNOLOGY

The Jury of the 2019 Food Innovation Awards 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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WHAT IS INNOVATION?

For the purpose of 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 1, 2018 and September 30, 2019.

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, advertising or public relations agencies

TECHNOLOGY 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 category:

- Possibility of one (1) Award Winner

Each company that is a finalist:

- **NEW** - Will be invited to a private cocktail held before the 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.

The winning companies will have the option to use the logo or mention Winner of the 2019 CTAQ Food Innovation Award and will be offered many opportunities for increased visibility through partners, including:

- One of the winners will have the chance to present their company via a capsule on À Table Québec (draw among all the winners from all categories)
- Discovery of your innovation project:
 - At CTAQ's Annual Convention (March 20 to 22, 2020): 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 the Association des détaillants en alimentation du Québec's (Quebec's food retailers) Annual Convention : opportunity to sample your innovation project to the delegates ;
 - At SIAL Canada (showcase at CTAQ's booth) from April 15 to 17, 2020 in Montreal.
- Newsletter:
 - Publication in CTAQ's newsletter,
 - Publication in Aliments du Québec's newsletter,
 - Publication in À Table Québec's newsletter.
- Magazines:
 - Publication in RADAR (Association des détaillants en alimentation du Québec members),
 - Publication in Coup de pouce,
 - Publication in Canadian Grocer.

- Medias :
 - Publication on all Agro Québec platforms, including Lionel Levac's blog,
 - Publication on all CTAQ media platforms (LinkedIn, Facebook, Twitter),
 - Banner on the CTAQ website's homepage from December 2019 to September 2020.
- Media support:
 - Article in your local newspaper,
 - Congratulations letter from your deputy,
 - Congratulations letter from MAPAQ's minister.

PRIZES FROM OUR PARTNERS

Innovation is the main driving force of the agri-food industry and the 2019 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.

NATIONAL BANK ENTREPRENEURSHIP PRIZE

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.

The winning company will be chosen, by a jury formed by the National Bank, among all the entries received and will be given a \$500 grant.

DESJARDINS INNOVATIVE COMPANY PRIZE

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

The winning company will be chosen, by a jury formed by Desjardins, among all the entries received and will be given a \$500 grant.

INVESTISSEMENT QUÉBEC PRODUCTIVITY PRIZE

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.

The winning company will be chosen by a jury formed by Investissement Québec among all the entries received and will be given a \$500 grant.

EVALUATION PROCESS

The jury, made up of professionals representing or revolving around the agri-food industry, will meet in October 2019 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

PRODUCT AND TECHNOLOGY CATEGORIES

- ✓ The entry fee for companies of **less than 20 employees is \$250** plus taxes.
- ✓ The entry fee for companies of **20 through 49 employees is \$500** plus taxes.
- ✓ The entry fee for companies of **50 or more employees is \$1,500** plus taxes.

PACKAGING CATEGORY

- ✓ The entry fee for all companies is **\$350** plus taxes.

The entry fee is payable online at

<https://conseiltaq.com/event/prix-innovation-alimentation/>

The payment must be received before 5 pm on **September 30th, 2019**.

GENERAL RULES

1. No document 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 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 2019 Food Innovation Award jury reserves the right to reassign a piece registered in one category to another more appropriate existing one or to create a specific one.
5. The decisions of the selection committee are final. Should the committee consider that no candidate's application deserves a score of 70 points out of the maximum of 100, the panel of judges reserves the right not to award any prize in the concerned category.
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 company participating in the 2019 Food Innovation Award will not be allowed to submit the same innovation project in more than one subcategory of the New or improved products category. The contest organizers reserve the right to reject entries that have been submitted more than once.
10. The entry fees are not refundable.

PREPARING THE SUBMISSION OF AN INNOVATION PROJECT

- 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
 - ✓ Your check, payable to CTAQ, covering the entry fee OR proof of the online payment
 - ✓ One (1) product sample (if applicable)

- Your file and all relevant documents must be mailed or sent to the address below, to be received no later than 5 pm, on **September 30th, 2019**.

2019 FOOD INNOVATION AWARD

216, Denison East St.

Granby, QC J2H 2R6

or by email to liliblanchette@conseiltaq.com

- All candidates will be notified by e-mail of the status of 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.

INFORMATION: Lili Blanchette
Coordinator, Events and Communication
450 349-1521, ext. 212
liliblanchette@conseiltaq.com

Website: www.conseiltaq.com