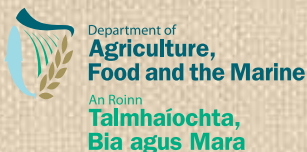




In association with



Introduction

The National Organic Food Awards celebrate the achievements of an increasing number of Irish Organic food and drink growers and manufacturers. Held every 2 years, the awards recognise developments in the sector across 6 key categories as judged by a panel of experts. An additional award in 2016 highlights the potential of organic in the foodservice sector with a new 'chef's choice award'. Awards are now open for entries which will be accepted until **Friday 9th September**.

Award winners will be announced at an awards lunch on **Thursday 13th October 2016** in Bord Bia Head office.

www.bordbia.ie/organicawards2016



Growing the success of Irish food & horticulture

Bord Bia
Irish Food Board

Rules of Entry

The objective of the National Organic Awards is to recognise the achievements of Irish manufacturers of organic food and drink. A number of criteria will therefore be strictly adhered to, as follows:

- **Product must be grown or manufactured in the Republic of Ireland where possible ie: repackaged product is not acceptable**
- **Raw material (e.g. all meat and fish) must be sourced in Ireland where possible**
- **The product must be produced commercially and available to purchase at date of judging**
- **The awards organisers reserve the right to place entries in whichever category they deem most appropriate**
- **Retailer brands are eligible to apply and may be submitted by either the retailer or the product manufacturer**
- **Product must be registered as organic under the EU Regulation 834/2007 with certification from one of the recognised accredited bodies e.g. Organic Trust, IOFGA, Institute for Marketecology (IMO), Global Trust Certification Ltd (GTC) or B.D.A.A. – Demeter U.K.**

Entry Requirements

Completed entry forms must be received by **Friday 9th September 2016**. Only entries on the official entry form will be accepted for entry. Forms must be submitted by post or by e-mail to:

**Stephanie Moe,
National Organic Awards,
Bord Bia,
Clanwilliam Court,
Lower Mount Street,
Dublin 2.**

**Tel: 01 6142 254
Email: stephanie.moe@bordbia.ie**

Key Dates

Friday 9th September
Deadline for all applications

Tuesday 27th September
Delivery of Product to Bord Bia for judging

Wednesday 28th September
Judging Day

Thursday 13th October
Awards Ceremony & Lunch (Bord Bia)



Delivery of Product for Judging

Two sample products per category entered, with packaging, must be delivered to Bord Bia offices no later than 5pm on **Tuesday 27th September**. All samples must be clearly labelled '**National Organic Awards**'. Products must be labelled clearly with storage and cooking instructions to ensure that they are correctly stored and prepared for judging.

The organisers cannot accept any responsibility for lost or undelivered samples.

Failure to supply the samples at the requested time and date will mean that your entry cannot be judged.

Delivery address:

**National Organic Awards,
Bord Bia,
Clanwilliam Court,
Lower Mount Street,
Dublin 2.**



Award Categories



1. Best Fresh Product

To include all fresh, dairy, fruit and vegetables, meat, fish and seafood. Judging criteria will be taste, market opportunity, value for money and packaging/branding.



2. Best Prepared Product

To include baked goods, cereals, confectionery, grocery, snacks, chilled or frozen convenience and alcoholic or non-alcoholic beverages. Judging criteria will be taste, market opportunity, value for money and packaging/branding.



3. Best New Product

To include all organic products launched in the last twelve months (September 2015 to September 2016). Judging criteria will be taste, market opportunity, value for money and packaging/branding.



4. Export Award

To include all organic products for sale in export markets. Judging criteria will be evidence of success (sales results), ability of company to overcome export challenges and expected export growth in 2016/7.



5. Innovation Award

To include all organic products available in the market at time of judging which specifically meet consumer's changing needs. Judging criteria include evidence of consumer and/or market insight in the development of the product, packaging or service innovation and sales growth achieved to date.



6. Direct Selling Award

To include all organic products being sold directly at farm gate, via box schemes, online or at food markets etc, Direct sales should represent a majority of sales turnover ($\geq 51\%$). Judging criteria will be evidence of business growth, creativity and flair in sales, customer service approach and that direct selling represents the primary sales channel for the business

New for 2016!

Recognising the increasing importance of the foodservice sector and its potential to offer growing opportunities for organic food and drink, 2016 sees the introduction of a new award:



7. Chefs' Choice Award

To include all products currently available through Irish foodservice channels (restaurant/hotel/café/institutional catering). Judging criteria will include taste, versatility, market opportunity and value for money.

Note: As this is a new prize for 2016, a different prize will be allocated to the winner in this category.

WHY YOU SHOULD ENTER!

- Tailored branding project worth €30,000 for award winners (in late 2016/early 2017)
- All shortlisted companies in each category will be promoted by Bord Bia in print, broadcast and online media
- Awards helpful in securing new trade listings and ongoing media attention
- On-pack promotion opportunity for award-winners

ORGANIC

LOCAL

Application Form

Please ensure that you complete the 2 pages of the application form



Company Details

Company Name

Contact Name

Address

Tel

Mobile

Email

Website

Product Details

Name of product and description to be entered	Name of category to be entered
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	

Company Turnover for the last 3 years:

2014

2015

2016 (p)

Product description for each product listed. To include source of primary ingredients, product shelf life pack size and retail price of product (specifying per pack or per kilo)

Where is the product Available? i.e. retail outlets, farmers markets, foodservice outlets, export etc.

Certification Body

Certification Symbol Number

Don't forget to complete the category specific questions overleaf!

Application Form

Category Specific Questions



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Please complete for each of the categories below

Category 4: Export Award

Please support your application for this category with information regarding your export sales results to date, details of how your business has overcome export challenges and details of anticipated export growth in 2016/17. (Max 120 words).

Category 6: Direct Selling Award

Please support your application for this category with confirmation that direct sales represents the primary route to market for your product and evidence of creativity and flair in your sales and customer-service approach. (Max 120 words).

Category 5: Innovation Award

Please support your application for this category with information regarding consumer and/or market insight in the development of your product, packaging or service innovation. Include the launch date and sales growth achieved since the innovation launch. (Max 120 words).

Category 7: Chefs' Choice Award

Please support your application for this category with information regarding your product's suitability for use in the foodservice context, outlining any particular information regarding its versatility and other benefits in this context. (Max 120 words).

Declaration & Signature

Company

Name

Signed

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All entry forms must be received by Friday 9th September 2016. Please return form by email or post to:

**Stephanie Moe,
National Organic Awards,
Bord Bia, Clanwilliam Court,
Lower Mount Street, Dublin 2.**

**Tel: 01 6142 254
Email: stephanie.moe@bordbia.ie**

[email](mailto:stephanie.moe@bordbia.ie)

ALL ENTRY FORMS MUST BE RECEIVED BY **FRIDAY 9TH SEPTEMBER 2016**