

Tuesday, April 24, 2012

RULES AND ELIBILITY

Purpose

The purpose of The Great Manitoba Food Fight™ (GMFF) is to celebrate the entrepreneurial spirit of Manitobans who have developed innovative food products. It is to support their innovation with product development awards valued at \$15,000, \$10,000 and \$5,000 for gold, silver and bronze place winners, respectively.

Prizes can be used for expenses such as research and development at the Food Development Centre, the Richardson Centre for Functional Foods and Nutraceuticals, the University of Manitoba or at other Manitoba research facilities.

Prizes can also be used for relevant training that has a direct application to commercializing a particular food product (ex: recipe refinement, package design, marketing, value chains, trade shows, business management, food processing, safety and handling).

Requirements for The Great Manitoba Food Fight™ 2012

Applications and a business plan that reflects the way you plan to commercialize your new food product, are due March 1, 2012. The 10 successful applicants who will compete in this year's event will be notified by March 15, 2012. The 10 competitors will be chosen based on their answers on the application form and their business plans.

The Great Manitoba Food Fight™ will take place Tuesday, April 24, 2012 during Capturing Opportunities. The event will be held in the main theatre at Assiniboine Community College's Manitoba Institute of Culinary Arts (MICA) in Brandon. There will be a panel of four judges plus an audience of about 40 people. The event will be photographed. It will also be videotaped by Assiniboine Community College students, in co-operation with WCG TV in Brandon.

Contest format

If you are one of the 10 competitors chosen this year, you will present your new food innovation to the event judges on April 24, 2012.

Each competitor will have a total of 25 minutes to interact with the judges. GMFF runs from 8:30 a.m. to 3:45 p.m. Competitors will be notified in advance about their time slots.

The 10 competitors must provide samples of their food products for:

- the contest judges to taste
- the MICA Culinary Arts students to use as ingredients in food items they will create based on the entries

The lead time needed for you to deliver your samples will depend on the shelf stability of your food product. Competitors will be reimbursed for the food samples provided.

On event day, you will have six minutes to pitch your product to the panel of judges. You are encouraged to tell a quick story about your product and what makes it unique. You should also describe the characteristics of the item, including:

- special ingredients
- health benefits
- processing attributes
- product attributes
- marketing advantages
- commercial viability

Make your pitch to the judges as compelling as possible. After your presentation, the judges will ask you questions about your product and your commercialization plans for it.

After the 10 competitors have presented to the judges, there will be a business reception at the Capturing Opportunities business forum at the Keystone Centre in Brandon. MICA's Culinary Arts students will prepare and serve samples of your product for guests at the reception. Competitors are encouraged to use the reception as an opportunity to network.

All 10 competitors are invited to the Capturing Opportunities banquet Tuesday, April 24, 2012 at 6:00 p.m. All competitors will be recognized and the top three will be presented with their awards. Each of the 10 competitors will receive a complimentary dinner ticket for this banquet. Competitors may buy additional dinner tickets if they wish to bring guests. For additional tickets, contact Manitoba Agriculture, Food and Rural Initiatives at jeff.fidyk@gov.mb.ca; or call 204-239-3180 in Winnipeg.

Eligibility

1. One entry per person or business will be allowed in The Great Manitoba Food Fight™.
2. Applicants must provide a business plan for their food products with their applications. Deadline is March 1, 2012.
3. Competitors must be residents of Manitoba.
4. Food product entries must be processed in Manitoba.
5. Past participants may compete in the GMFF 2012 only if they have a different or significantly altered product.
6. Food products that are entered in the GMFF must be intended and suitable for human consumption.

Food products that are not eligible include:

- products that have been fully commercialized or are already widely distributed throughout Manitoba
- line extensions (new size, flavour, shape, variation) of an existing commercialized food product
- winning products from previous GMFF events
- food delivery methods or concepts

Note: Manitoba Agriculture, Food and Rural Initiatives and the Food Development Centre employees and their immediate family members are not eligible to compete in the GMFF.

Contest rules

(If you have problems or questions about the rules, the application or the application process, contact your local MAFRI GO Office.)

1. Based on the applications and business plans received for this competition, the GMFF competition committee will choose the 10 most suitable entries to compete in the event.
2. If the competition committee does not receive enough applications that meet the competition's standards and suitability, by the original application deadline, the committee reserves the right to extend the entry deadline for applications.
3. The committee reserves the right to refuse any application that it deems does not meet the contest's eligibility criteria.
4. When providing food samples for the competition, competitors must meet the food safety guidelines outlined by the province's public health inspectors. Please see: <http://web2.gov.mb.ca/laws/regs/pdf/p210-339.88r.pdf>
5. All food handling, sample preparation and presentation for the event will be done by Assiniboine Community College's Manitoba Institute of Culinary Arts students. Competitors will not be allowed in the food preparation areas either at the college or at the business reception in the Keystone Centre.

6. Gold, silver and bronze winners will each receive a product development award based on their scores. Winners' awards are \$15,000, \$10,000 and \$5,000 respectively. The activities related to this product development award must begin within one year of The Great Manitoba Food Fight™ 2012 (by April 24, 2013) or the prize will be forfeited.

Note: The GMFF is presented by employees of Manitoba Agriculture, Food and Rural Initiatives (MAFRI). The Manitoba Civil Service Commission Respectful Workplace Policy states: "Every employee can expect to be treated respectfully in the workplace."

Any GMFF competitor who treats MAFRI employees with disrespect at any time leading up to or on the date of the competition may be immediately disqualified from the event. Disqualification is decided at the sole discretion of the GMFF committee and/or judges.

Entry/application fee: \$50

Make cheque or money order payable to Capturing Opportunities. Credit cards are not accepted. Fee is refundable if your application is not chosen for the competition.

Deadline (for application, business plan and entry fee): March 1, 2012.

Send applications (by email, fax, or Canada Post) to:

The Great Manitoba Food Fight 2012
Manitoba Agriculture, Food and Rural Initiatives
Urban GO Centre
13 – 59 Scurfield Blvd
Winnipeg MB R3Y 1V2
Email: jeff.fidyk@gov.mb.ca
Fax : 204-632-5143
Phone: 204-239-3180

Important note:

The number of finalists for The Great Manitoba Food Fight™ 2012 is limited to 10 competitors. They will be chosen based on their answers to the questions in their applications and their business plans.

The 10 finalists will be notified by March 15, 2012.

If your application is not chosen, the \$50 entry fee will be refunded by May 31, 2012.

By entering, participants agree to be bound by the competition's rules.