

National Organic Awards 2010



Fresh
PRODUCE



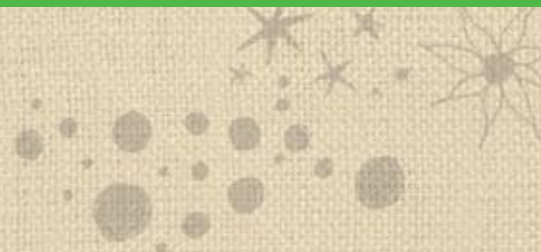
FRUIT



Growing the success of Irish food & horticulture

Bord Bia
Irish Food Board

In association with





Introduction



Now in their 4th year, the National Organic Awards are recognised as an important feature of the organic food and drink industry. Established by the National Organic Plan under the auspices of the Department of Agriculture, Fisheries & Food and Bord Bia, judging for the National Organic Awards will take place on Friday 3rd September in the Bord Bia Food Centre. All entries will be judged by a panel of experts.

Award winners will be announced and presented at an awards lunch on **Tuesday 14th September**.
Winners will be invited and expected to attend.



Entry Criteria

As the objective of these awards is to recognise Irish manufacturers of organic food and drink the following criteria will strictly apply:

- **Product must be manufactured or grown in the Republic of Ireland i.e. repackaged product is not eligible.**
- **Raw material (e.g. all meat and fish) must be sourced in Ireland.**
- **The product must be produced on a commercial level and available to purchase at the date of entry.**
- **Product must be registered as organic under EU Regulation 834/2007 with certification from one of the recognised accreditation bodies i.e. Organic Trust, IOFGA, Institute for Marketecology (IMO), Global Trust Certification Ltd (GTC) or B.D.A.A. – Demeter U.K.**

Entry Requirements

All entry forms must be received by **Monday 23rd August 2010**. The official entry form as attached must be completed and returned by post, fax or email to:

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

**Tel: 01 614 2239
Fax: 01 676 3381
Email: jimmy.corr@bordbia.ie**



Delivery of Product for Judging

Two sample products and packaging must be delivered marked **National Organic Awards** to the Bord Bia offices on **Wednesday 1st September no later than 5pm**. Please label each package clearly with storage instructions either ambient, chilled or frozen so that products can be stored appropriately.

The organisers cannot accept any responsibility for samples lost or undelivered. Failure to supply the samples between the times and on the dates requested will mean that your entry cannot be judged.

Delivery address:

**National Organic Awards,
Bord Bia,
Clanwilliam Court,
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Award Categories

1. Best Organic Retail Product

This award seeks to recognise an organic product that is driving consumer awareness of organic food at national retail level.

2. Best Organic Local Product

This award seeks to recognise an organic product growing sales through farmers markets, local shops, online, box schemes or other direct routes to market.

3. Best Organic Export Product

This award seeks to recognise the achievement of an Irish organic product on an export market. It is a product that has proved it can meet the demands of organic consumers in other markets.

4. Best Organic New Product

This award seeks to recognise an innovative and consumer led product that is new to market i.e. launched on the market within the last 12 months and available to purchase at time of awards application.

5. Best Organic Sustainable Product

This award will recognise the importance of a sustainable approach to organic production in terms of the environment, social contribution and value for money.

Best Overall Organic Product

Each of the above five winners will then be put forward for judging for the overall award.



Judging Panel

Hugo Arnold
Journalist & Food Consultant

Miah Buckley
Musgrave Retail Partners Ireland

Evan Doyle
Proprietor, Brooklodge & Wells Spa
Macreddin Village, Co. Wicklow

Darren Grant
Proprietor,
The Organic Supermarket
Blackrock, Co. Dublin

Dr Oliver Moore
Journalist, Researcher
& Organic Blogger



Application Form

please complete a separate application form for each product entry



Company Details

Company Name

Contact Name

Address

Tel

Mobile

Email

Website

Product Details

Name of product to be entered

Company Turnover for the last 3 years:

2008

2009

2010 (p)

Name of category to be entered

Quality Accreditations (BRC, EFSIS,
Bord Bia Quality Assurance Scheme)

Certification Body

Product description including i.e. source of raw
ingredients, pack size, shelf life of product

Certification Symbol Number

Company background i.e. date of establishment,
nature of business, business milestones:

Retail price of product

Product availability i.e. what geographical markets,
retail outlets currently stock product

New business gained in the last twelve months

Number of Employees

continues over...

Application Form (continued)

Additional Information

Please provide the information relevant to your entry category:

Best Organic Retail Product

Please describe any new or innovative marketing campaign you used to support the product nationally

Best Organic New Product

Date of product launch

Where is the product currently available?

Best Organic Local Product

Please describe how you promote your product locally i.e. farm signage, websites or newsletters

Unique selling point

Best Organic Export Product

% turnover from exports:

2008

2009

2010(p)

Please describe any new or innovative marketing campaign you used to support the product on the export market

Best Organic Sustainable Product

How does the product address sustainability in terms of the environment, social contribution and value for money?

Have you adapted or developed the product specifically for the export market

Declaration & Signature

Company

Name

Signed _____

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email

ALL ENTRY FORMS MUST BE RECEIVED BY **MONDAY 23rd AUGUST, 2010**