

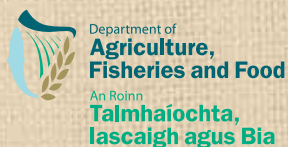
National Organic Awards 2009



Growing the success of Irish food & horticulture

Bord Bia
Irish Food Board

In association with





Introduction



Now in their 3rd 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 4th 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 **Thursday 10th 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 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 or Institute for Marketecology (IMO)**

Entry Requirements

All entry forms must be received by **Friday 21st August 2009**. The official entry form as attached must be completed and returned by post, fax or email to:

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

**Tel: 01 614 2208
Fax: 01 676 3471
Email: mary.morrissey@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 2nd 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,
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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 and drink 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 and value for money.

6. 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

Cian Doorley

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/s to be entered _____

Name of Category/categories to be entered _____

Certification Body _____

Certification Symbol Number _____

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

Number of Employees _____

Company Turnover for the last 3 years:

2007 _____

2008 _____

2009 (p) _____

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

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

Retail price of product _____

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

New business in twelve months

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 Local Product

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

Best Export Product

% turnover from exports:

2007

2008

2009(p)

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

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

Best New Product

Date of product launch

Where is the product currently available?

Unique selling point

Best Sustainable Organic Product

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

Declaration & Signature

Company

Name

Signed

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