



**Wednesday, September 20, 2017
Winnipeg, MB**

APPLICATION FORM

A partnership with DeLuca's, Food and Beverage Manitoba and Manitoba Agriculture.

Company name (or individual if not a registered company)	Address		
Name of contact	Phone	Cell phone	Fax
Email			

Please answer **all** the questions to the best of your ability. Your responses will allow The Great Manitoba Food Fight[®] (GMFF) committee and judges to assess the full commercialization potential for your product as well as the suitability of your product as a submission in the GMFF.

All information you provide is protected by *The Freedom of Information and Privacy Protection Act (FIPPA)*. It will be used for the sole purpose of GMFF 2017 and will not be shared with anyone else, without your written permission.

If you have any questions about this application, contact Manitoba Agriculture at 204-841-4084 in Carberry or email: shauna.mckinnon@gov.mb.ca

1) Have you ever competed in the GMFF before? Yes No

If yes, please list the product(s) and the year(s) you have entered:			
Product 1	<input style="width: 90%;" type="text"/>	Date	<input style="width: 90%;" type="text"/>
Product 2	<input style="width: 90%;" type="text"/>	Date	<input style="width: 90%;" type="text"/>
Product 3	<input style="width: 90%;" type="text"/>	Date	<input style="width: 90%;" type="text"/>
Product 4	<input style="width: 90%;" type="text"/>	Date	<input style="width: 90%;" type="text"/>
Product 5	<input style="width: 90%;" type="text"/>	Date	<input style="width: 90%;" type="text"/>
Product 6	<input style="width: 90%;" type="text"/>	Date	<input style="width: 90%;" type="text"/>

If yes, how is this product different from previous entries?

2) Product name

3) Describe your product

4) Describe your business

5) Describe your production process

6) What future goals do you have in mind for both your product and business in general, and what steps will you take to get there?

7) Describe your target customer and how they would use your product.

8) Describe your competitors and what advantages/disadvantages their product(s) have as compared to yours.

9) How do you currently market your product? What are your future marketing plans?

10) What is your current pricing strategy?

11) List all ingredients in your product. Identify any ingredients that are made or grown in Manitoba by placing an "M" beside the ingredients. (Note: this is for judging only and will only be seen by GMFF committee and judges).

DO NOT PROVIDE YOUR RECIPE

12) Describe your product's unique features and benefits.

13) Do you currently have a valid processing permit from MB Health, MB Agriculture or the Canadian Food Inspection Agency to produce the product you are submitting?

Yes

No

14) Are you currently selling the product you are submitting in the GMFF?

Yes

No

If yes, indicate the sales methods you use:

Sales Method	How long? (years, months)	Number of outlets
<input type="checkbox"/> from inspected production facility	<input type="text"/>	<input type="text"/>
<input type="checkbox"/> farmers' markets	<input type="text"/>	<input type="text"/>
<input type="checkbox"/> craft sales and tradeshow	<input type="text"/>	<input type="text"/>
<input type="checkbox"/> health food stores/gift boutiques	<input type="text"/>	<input type="text"/>
<input type="checkbox"/> broker/distributor	<input type="text"/>	<input type="text"/>
<input type="checkbox"/> grocery wholesaler	<input type="text"/>	<input type="text"/>
<input type="checkbox"/> grocery stores	<input type="text"/>	<input type="text"/>
<input type="checkbox"/> restaurant/foodservice wholesaler	<input type="text"/>	<input type="text"/>
<input type="checkbox"/> restaurant/caterer	<input type="text"/>	<input type="text"/>
<input type="checkbox"/> online sales	<input type="text"/>	<input type="text"/>
<input type="checkbox"/> other (describe) <input type="text"/>	<input type="text"/>	<input type="text"/>

15) If you are currently selling the product you are submitting in the GMFF, describe your current packaging.

Ideal as is

Needs improvement

If you checked "needs improvement," please explain:

16) Describe the label you have on the product being submitted for the GMFF.

Check all that apply:

- | | |
|--|---|
| <input type="checkbox"/> handwritten label | <input type="checkbox"/> ingredient list |
| <input type="checkbox"/> registered brand name | <input type="checkbox"/> nutritional facts table |
| <input type="checkbox"/> commercially printed label | <input type="checkbox"/> your contact information |
| <input type="checkbox"/> commercially printed package | <input type="checkbox"/> all essential information in English |
| <input type="checkbox"/> UPC (Universal Product Code) Bar Code | <input type="checkbox"/> all essential information in French |
| <input type="checkbox"/> QR (Quick Repsonse) Code | |

17) Describe how you will use the winnings from the award packages for your product.

18) The GMFF 2017 will be photographed and videotaped.

Agree to the consent form below as part of this application by checking "I accept".

Consent is hereby given to your appearance in any future media and promotion by the Manitoba government and any event it conducts, such as but not limited to the GMFF.

I/we hereby irrevocably:

- Grant Manitoba government and the GMFF committee, its event co-ordinators, committee chairs, staff, contract photographers/ videographers permission to photograph/video me and my food product by digital means.
- Authorize the Manitoba government and the GMFF to edit, alter, copy, exhibit, publish and distribute any pictures/video taken of me and my food product, without my prior inspection or approval.
- Waive any right I might have to payment for the use of any pictures/video of me and my food product by the Manitoba government or the GMFF.
- Waive any and all rights, including the rights of ownership and copyright, which I may have in the pictures/video of me and my food product and the materials or publications produced with them and confirm that they shall be and remain the sole property of the Manitoba government and the GMFF.
- Release the Manitoba government and the GMFF from any and all claims for the use of pictures/video of me and my food product for the purpose of promoting government programs or its events, such as but not limited to the GMFF.

By completing this application form, I/we hereby agree to the rules and eligibility and abide by the food safety guidelines, to ensure the safety of the panel of judges and anyone who tastes my food product.

I accept

Date:

NOTE: if you are signing on behalf of a business or company, state your position or office with the business or company.

Applications for the GMFF are due by August 4, 2017. The \$50 entry fee should accompany your application. **The application and entry fee can be dropped off at the Carberry Agriculture Office or mailed/emailed to:**

Shauna McKinnon
Business Development Specialist
Manitoba Agriculture
Box 160
Carberry, MB R0K 0H0
Email: shauna.mckinnon@gov.mb.ca
Phone: 204-841-4084
Web: www.gmff.ca

Please make your cheque or money order payable to "Minister of Finance."