



Wednesday, September 20, 2017

Winnipeg MB

RULES AND ELIGIBILITY

The Great Manitoba Food Fight® (GMFF) is hosted by Manitoba Agriculture and held in partnership with DeLuca's and Food & Beverage Manitoba to help and encourage food/beverage entrepreneurs to commercialize new and innovative products. Entrepreneurs will also receive valuable feedback from industry experts.

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

Awards can also be used for relevant training and expenses that have a direct application to commercializing your product (ex: recipe refinement, package design, marketing, trade shows, business management, food processing, safety and handling).

Requirements for GMFF

• **Applications are due Friday, August 4, 2017.** The \$50 entry fee must accompany your application. You can drop off, email or mail your application to:

Shauna McKinnon
Manitoba Agriculture
Box 160
Carberry, MB R0K 0H0
Email: shauna.mckinnon@gov.mb.ca

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

- 2 Competitions will be held, one for food products and one for alcoholic beverage products.
- Only 10 food product applicants and 3 alcoholic beverage applicants will be chosen as finalists. The finalists will be selected based on the strength of their application and the commercial viability of the product.
- **The finalists will be notified by August 17, 2017. Applicants who are not chosen to compete will have the \$50 entry refunded to them.**
- **Finalists must submit a valid processing permit once selected, along with one sample of the product (for display purposes only – will not be consumed). If you do not have a permit, direction will be provided to obtain one.**

Contest Format

- If you are one of the finalists, you will pitch your product to a panel of expert judges and receive their feedback and answer questions they may have.
- You will prepare and serve 5 samples for judging purposes on competition day. Space and time for preparation will be made available on site. You will also provide 50 samples for the evening reception (details will follow).
- The winners of the GMFF will be announced at the reception and presented with their awards.
- The winners will have one year from the date of the competition to use their awards.

Eligibility

1. Only **one** entry per person or business in each of the food and pub editions is allowed.
2. Competitors must be residents of Manitoba.
3. The products must be processed in Manitoba.
4. The products must be new and/or innovative (as determined by the organizing committee).
5. Past participants may compete with a new product **only**.
6. Products from previous GMFF events cannot be re-entered.
7. Alcoholic Beverages are not eligible to compete in the Food Edition.
8. The staff of Manitoba Agriculture, staff of the Food Development Centre and their immediate families are not eligible to compete in the GMFF.
9. The GMFF is only open to products intended for human consumption and competitors must have a valid processing permit issued by Manitoba Health, Manitoba Agriculture or the Canadian Food Inspection Agency (CFIA). **A copy of your valid permit must be submitted once you have been selected to compete.**

Rules

1. The GMFF competition committee reserves the right to extend the entry deadline for applications to the GMFF.
2. The GMFF competition committee reserves the right to refuse any application that it deems, in its sole discretion, as being ineligible.
3. **When providing samples for the competition, competitors must comply with the food/beverage safety guidelines outlined by Manitoba public health inspectors.**
4. The product development awards must be used within one year of date the GMFF was held or the award will be forfeited.
5. The GMFF is presented by employees of Manitoba Agriculture. 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 staff in a disrespectful manner, during any point leading up to or on the date of the GMFF competition, may be subject to immediate disqualification from the competition, at the sole discretion of the GMFF committee and/or judges.

6. All information provided by competitors within the application form must be accurate. Any false or misleading information may cause GMFF competitors to be disqualified or to forfeit any prizes awarded.