

Manitoba Protein Challenge

RULES AND ELIGIBILITY

Applications must be submitted by **February 7, 2020** to Manitoba Agriculture and Resource Development. Applications can be mailed/dropped off or emailed to:

Manitoba Agriculture and Resource Development
#13 - 59 Scurfield Blvd.,
Winnipeg MB R3Y 1V2
Email: mbproteinadvantage@gov.mb.ca

Contest Format

1. The Manitoba Protein Challenge will be part of Agriculture Awareness Day on March 17, 2020.
2. The Manitoba Protein Challenge will accept products in two categories:
 - a. Animal protein products
 - b. Plant protein products
3. For blended plant and animal protein products, the category in which the product competes will be based on the highest quantity of the protein source.
4. Each category will have up to 5 products chosen as selected contestants.
5. Contestants will be selected based on the following criteria: innovation and market potential.
6. All applicants will be notified by February 24, 2020 if they have qualified as a contestant for the Challenge.
7. Contestants will deliver a 5-minute pitch on their product at the Manitoba Protein Challenge on March 17, 2020.
8. One of the objectives of the Manitoba Protein Challenge is to strengthen relationships between entrepreneurs, businesses and educational institutions from which the future workforce will arise.
9. The Manitoba Protein Challenge committee will connect the contestant with a culinary student. Contestants will work with the culinary students on innovative ways to present their products on the day of the challenge. On the day of the Challenge, contestants are to provide sufficient product for the culinary students to prepare 100 bite-sized samples that will be consumed by the attendees.
10. Retailers and distributors will sample and vote to decide the winner of the Challenge.
11. The contestants will receive feedback from the retailers and distributors at the end of the Challenge.
12. The winners will be announced at the Challenge on March 17, 2020.

Eligibility

1. Food entrepreneurs or businesses can submit an animal or plant protein product in the pre-commercialization phase (ready for retail) or in retail for less than a year.
2. Contestants must have a valid processing permit to have their product compete.
3. The products must contain at least one protein ingredient as a primary ingredient and must be in an amount that can meet the CFIA claim of "[source of protein](#)".
4. The product must be developed or processed in Manitoba.
5. The Manitoba Protein Challenge Committee will qualify applicants based on innovation, market potential and product story.

Rules

1. The Manitoba Protein Challenge committee reserves the right to extend the entry deadline for applications to the Manitoba Protein Challenge.
2. The Manitoba Protein Challenge committee reserves the right to refuse any application that it deems, in its sole discretion, as being ineligible.
3. Samples provided by the contestants must meet all federal and provincial food regulatory requirements.
4. When providing samples for the challenge, contestants must comply with the food/beverages safety guidelines outlined by Manitoba public health inspectors.
5. Any product submitted to the Manitoba Protein Challenge must be produced following all food safety regulations stipulated by provincial and federal official authorities. The participation in the Manitoba Protein Challenge does not mean any certification or approval to commercialize the product by the organization team. In case of interest in the commercialization of a submitted product, all contestants must comply with all current regulations.
6. All information provided in the application form must be accurate. Any false or misleading information may cause contestants to be disqualified.