

— Ontario —
FINEST MEAT
Competition™

Meat & Poultry Ontario
2024 Official Competition Rules

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2024 ONTARIO FINEST MEAT COMPETITION™ RULES

- 1) **ELIGIBILITY:** Participants must be a Business Member of Meat & Poultry Ontario with dues in good standing on the date of registering their entry through to **October 25, 2024** when awards are presented. Non-members that wish to enter the Competition may do so by joining the MPO association prior to **June 5, 2024**.
- 2) **ENTRIES:** All products entered into the Competition must be processed by the Business Member unless under contract with another processor with the identity of that processor acknowledged. Each participant may enter two (2) entries of a different item in each product category. The same product may not be entered into another product category (multiple product categories). MPO has the right to move a product into the appropriate category or disqualify any product that does not meet the rules of the Competition.
- 3) **REGISTRATION FEE:** A non-refundable entry fee of **\$175.00** plus HST per item must be submitted with the completed registration form **by 4:30 pm (ET) June 5, 2024**. If a category is cancelled the entry fee will be returned to the entrant. **First time entrants into the Competition will be allowed one (1) complimentary entry with the purchase of their first entry.**
- 4) **RECEIPT OF REGISTRATION:** A confirmation will be sent upon the closing of registration and participants will be provided with a Product Entry Detail Form that must be completed in full, ensuring the product registered matches the product name on the label and/or packaging and accompany each entry when delivered.
- 5) **PRODUCT DELIVERY:** Erb Transport, the official carrier for the Competition, will pick up entries at no charge and deliver to the judging location (unless other arrangements have been made with MPO). All entries must be ready for pick up on **June 21 - 25, 2024**. All entries must be accompanied by a completed Product Entry Detail Form. Shipping details will be provided no later than **June 13, 2024**.

Note: MPO, including its agents, representatives and those associated with them, will take measures to safeguard entries, however, MPO is not responsible for any entry, or notification or the like, which is lost, misdirected or which arrives late, as the case may be, whether or not due to the fault of MPO or of any other person or thing. All entries (including the delivered product) become the property of MPO and will not be returned.

- 6) **CATEGORIES:** Eligible business members can enter two (2) entries of a different item in each of the following categories. Category Definitions (Appendix A) form part of these rules and must be adhered to by all entrants.

- Fresh Sausage – Pork
- Fresh Sausage – Other
- Bacon - Traditional Side
- Cold Cuts
- Deli Roasts
- Kielbasa
- Premium Dried or Dry Cured
- Salumi – Charcuterie
- Sausage - Dry/Semi-Dry – large diameter
- Sausage - Dry/Semi-Dry – small diameter
- Smoked Sausage – Specialty
- Smoked Sausage – Traditional
- Premium Wiener
- Innovative Product

- 7) **CATEGORY CANCELLATION:** Each category must have a minimum of four (4) companies registered and a minimum of six (6) entries in order to be presented for judging. If a category is cancelled, the entry fee will be returned to the entrant.
- 8) **ONTARIO PROTEIN DEFINITION:** All meat items submitted in the Competition and meat ingredients used in blended value-added products must meet the Ontario protein definition.
- 9) **PRODUCT PREPARATION:** All entries must be produced in a facility regulated by the applicable federal, provincial or municipal inspection programs in Ontario using recognized Good Manufacturing Practices (GMP) and process controls.
- 10) **PRODUCT PACKAGING:** All entries must be properly identified with the product name **and** company name as provided on the Product Entry Detail Form. Product must be packaged in a manner to maintain the safety and integrity of the product during distribution and handling (i.e. sealed, leak proof bags or liners).
- 11) **PRODUCT NAME:** Company names will be removed from product name prior to presentation for judging (i.e. Smith's Spicy Hot Smoked Sausage will be changed to Spicy Hot Smoked Sausage).
- 12) **JUDGING:** The judging of the entries shall be divided between a panel of judges representing retail buyers, chefs, food writers, and media. Judging will take place **June 26-27, 2024**.
- 13) **SCORING CRITERIA FOR ALL CATEGORIES:** All entries will be scored based on a point system and the product evaluation guidelines provided to the judges by MPO taking into consideration the following:
NEW FOR 2024 - Judging will include a Technical Evaluation
 - Visual Appearance:** *Good eye appeal*
 - Flavour:** *Pleasing to the palate*
 - Texture:** *Good mouth feel or bite*
 - Aroma:** *A distinctive, pervasive, and pleasant smell consistent with the product*
 - Uniqueness:** *Possesses distinctive, exceptional characteristics*
- 14) **NEW FOR 2024 - SCORES:** Individual product score results, category ranking and judges' comments will be provided.
- 15) **AWARDS:** Ontario Finest Meat Competition™ award plaques are presented in each product category. Entries scoring the highest number of points in each category receive the Platinum Award; entries scoring the next highest number of points in each category shall receive the Gold Award; and entries scoring the third highest number of points in each category shall receive the Silver Award.
- 16) **NEW FOR 2024 - AWARDS GALA:** Platinum Awards **only will** be presented on Saturday, October 26 2024, in Niagara Falls. Plaques will be presented, and professional photographs taken. Gala tickets may be preordered with registration. All other awards will be available for pick up at the Gala.
- 17) **RON USBORNE AWARD OF EXCELLENCE:** A plaque will be presented to the company achieving the highest accumulated score. Accumulated scores will be calculated by assigning three points for every Platinum placing entry, two points for every Gold and one point for each Silver.
- 18) **DIAMOND AWARD:** A plaque will be presented for the product that received the highest overall score in the competition.

19) **PRODUCT AUCTION:**

The product auction is a traditional part of the MPO Awards Gala. It recognizes winning products and raises funds to support MPO activities.

As a condition of the competition - you are agreeing to donate product to the product auction if your product is selected. The donated products are placed on the auction block during the gala, where attendees can bid on them. The proceeds from the auction go towards supporting the activities of the MPO.

MPO will coordinate the delivery arrangements of the winning products to the successful bidders. This ensures that the products reach the buyers securely and efficiently.

20) **PROMOTION:** Winners in each product category will receive:

- a) Personalized plaque,
- b) Press release distributed province-wide to food, lifestyle, business, trade and agricultural media announcing winners,
- c) Recognition on meatpoultryon.ca, in BLOCKtalk, and,
- d) Social media announcements on Facebook, Twitter, and Instagram.

21) **AWARD WINNING PRODUCT (AWP) LOGO:** Winners will be able to use the AWP logo on product packaging and promotion.



22) **PUBLICITY RELEASE:** By entering the Competition, and in consideration of being allowed to participate and possibly winning an award, the entrant:

- a) agrees to the Competition rules,
- b) agrees to the use, without compensation, of photographs and photographic images of themselves (including any and all photographs and photographic images taken of them and/or their submitted product entry), name and city of business operation in all publicity campaigns, whether or not related to the Competition, including in all advertising, media material and on the MPO Website, and
- c) gives and grants to MPO and MPO's respective licensees, agents, successors and assigns in perpetuity the right to reproduce, use, publish, broadcast, exhibit, distribute, transmit and/or otherwise exploit, as applicable, in all forms of advertising and promotion of MPO's goods, services and/or business including in any and all media now or hereafter known including without limitation by means of newspaper advertising, magazine advertising, television advertising, direct mail advertising, video, electronic mediums including electronic networks such as the "Internet", merchandise, the following (the following being collectively referred to as the "Subject Matter"); photographs submitted or taken as part of the Competition, a description and photo of the product submitted into the Competition (whether or not the product is a winning product); a description, bio and photo of the entrant and the company with which he/she is affiliated with and any photographs taken by sponsor at any stage of the Competition and after the Competition (the copyright in all such photographs shall be and remain exclusively that of MPO, and if any copyright is deemed to be assigned to MPO pursuant to the paragraph then all moral rights relating to such works will be deemed to have been waived by the assignor).

23) **LIABILITY FOR PRODUCTS:** While MPO will be undertaking measures to ensure the safety and integrity of all entries, MPO does not assume any responsibility for the protection and safeguarding of any entries for health or any other reasons. Accordingly, all liability for each entered product rests

solely with the competitor no matter what the reason for potential or actual liability that might otherwise accrue to MPO (including if MPO has for any reason been negligent in any manner) and without limiting the generality of the foregoing, MPO assumes no responsibility for sickness, illness, disease, infection, malady or other affliction caused by the ingestion, handling or cooking of products entered in the MPO Product Competition, no matter what the cause.

- 24) **MPO PRIVACY POLICY:** Personal information about entrants collected in connection with this Competition is collected solely for the purpose of administering this Competition.
- 25) **COMPETITION RULE CHANGES:** At the sole option of MPO, and without any prior notice, these rules may be modified if, in the sole opinion of MPO, it is necessary or desirable to ensure that the Competition is conducted fairly.

Contact Information:

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