

Ontario's Finest BUTCHER

2021 OFFICIAL COMPETITION RULES

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Proud Partners:



2021 OFFICIAL COMPETITION RULES

ELIGIBILITY:

Maximum two (2) competitors per company.

Entrants must be available for the elimination round on September 13, 2021. The date and location of the finals will be determined closer to the date.

REGISTRATION:

A **non-refundable** entry fee of \$175 +HST per entry for member companies or \$350+HST per entry for non-member company or individual must be submitted with the completed registration form **by 4:30pm (EST) August 27, 2021**. Entries will be registered on date payment received. If for any reason the competition is cancelled the entry fee will be returned.

Substitutions will be accepted (for the elimination round only).

A confirmation will be sent upon the closing of registration and participants will be provided with more detailed information on the competition, including COVID-19 Protocols where applicable.

ELIMINATION ROUND:

The first stage of the competition will take place on **Monday, September 13** at Halenda's - The Meat Store, located at 2110 Dundas St East, Unit #2, Mississauga.

Each competitor will be given 30 minutes to break down a pork bone-in leg (rind on), bone-in shoulder butt, and bone-in loin.

Competitors must bring their own knives, tools and personal protective equipment. A saw will be available for use but shared with other competitors.

The degree of boning and the choice of retail cuts will be the competitor's choice. Judging in the elimination round is based on the **competitor's individual skills** and not against others. (See judging criteria on page 5.)

The three competitors moving on to the finals will be announced the following day.

FINAL ROUND:

The top three butchers with the highest score from the elimination round will proceed to the finals. The date and location of the finals will be determined closer to the date.

The three finalists will have 30 minutes to transform their mystery protein(s) into appealing, creative, and properly merchandised consumer-ready products. Competitors will be required to create this display using the meat supplied, and merchandising aids, ingredients, and seasonings provided.

ONTARIO'S FINEST BUTCHER TITLE:

An individual can enter the competition as often as they would like however, can only win the title of Ontario's Finest Butcher a maximum three (3) times. The winning butcher may be asked to participate as a judge in future competitions assuming no conflict of interest.

WINNER RECOGNITION:

- a) Ontario's Finest Butcher and the member company (when applicable) will be presented with a personalized plaque at the awards banquet at a date and location to be determined.
- b) Both the individual and the member company may use the Ontario's Finest Butcher title and logo.
- c) MPO will promote the winner via:
 - A press release distributed province-wide to food, lifestyle, business, trade and agricultural media
 - A local release targeted directly to media in their region
 - Recognition on meatpoultryon.ca, BLOCKtalk and Word on the BLOCK
 - Social media announcements on Facebook and Twitter
- d) YouTube videos from the 2020, 2019, 2018, and 2017 competitions may be found at www.youtube.com/user/OntMeatPoultry.



LIABILITY:

While the MPO will be undertaking measures to ensure the safety of all competitors, MPO does not assume any responsibility for the protection and safeguarding of any persons for health or any other reasons. Competitors will be required to sign a waiver.

ELIMINATION ROUND JUDGING CRITERIA:

A panel of esteemed judges will determine the top three butchers to move on to the final round. Judges will be evaluating the competitors for the degree of difficulty/efficiency and skill level in boning styles and finished product choices to maximize yield, profitability and presentation. Points will be awarded based on the following criteria:

a) Professionalism and Workmanship

Subjective observation by judges for technique and craft including:

1. Boning, trimming, cutting and tying skills
2. Efficiency and accuracy in the removal of bones
3. Efficiency and accuracy in the separation of sub-primal muscles
4. Trim qualities (including skinning and node removal)

b) Primal Cut Utilization

Subjective observation by judges for:

1. Merchandising creativity
2. Customer appeal
3. Product assortment
4. Overall use of the primal cut to produce consumer ready cuts

c) Value and Yield Optimization

Analysis of yield and profitability are computer generated.

1. Yield
2. Margin

**** Note trim will be calculated as a zero value.**

FINAL ROUND JUDGING CRITERIA:

The judges will award points based on:

Workmanship: Boning, trimming/waste, cutting and overall skills demonstration

Added value: Overall use of the raw materials to create a variety of products

Merchandising creativity: Product assortment, overall use of the pantry materials to produce consumer appealing products

Professionalism: The ability to convey to the judges and spectators, in a professional manner, the cuts, merchandising techniques and decisions that were made to create a visually appealing display.

PUBLICITY RELEASE:

By entering the Competition, and in consideration of being allowed to participate and possibly win the entrant:

- a) agrees to the Competition rules,
- b) agrees to the use, without compensation, of images of themselves (including any and all photographic images or recordings taken of them), 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 websites, 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, biography and photo of the entrant and the company with which he/she is affiliated with and any photographs taken 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).

MPO PRIVACY POLICY:

Personal information about entrants collected in connection with this Competition is collected solely for the purpose of administering this Competition. No further informational or marketing communications not related to this Competition will be sent to the entrant unless the entrant has in some manner provided consent, as the case may be, with expressed permission to do so.

COMPETITION RULE CHANGES:

At the sole discretion 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.



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