

*Ontario's*  
**ULTIMATE  
BURGER**



— Ontario —  
**FINEST MEAT**  
Competition™

**JUDGING DATE: JULY 19**

**2023 Ontario Finest Meat Competition™**

**Official Competition Rules**



## Official Competition Sponsors

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## 2023 Official Competition Rules

In search of Ontario's Finest Burger, judges will identify the best burger in the different protein categories (beef, veal, poultry, lamb, pork, other). Finalists from each protein category will move on to compete in the final round crowning "Ontario's Ultimate Burger".

- 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 21, 2023** when awards are presented at the JW Marriott The Rosseau Muskoka Resort & Spa. Non-members that wish to enter the Competition may do so by joining the MPO association prior to **June 30, 2023**.
- 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) **PEOPLE'S CHOICE:** *Select* Competitors may be asked to manufacture slider sized portions of their entries to be entered into the People's Choice Competition at the Handtmann Reception on October 20, 2023 at the JW Marriott Rousseau. This product will be paid for by MPO. Additionally, MPO will coordinate delivery arrangements.
- 4) **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 30, 2023**. If a category is cancelled the entry fee will be returned to the entrant.
- 5) **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.
- 6) **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 **July 14 - 17, 2023**. All entries must be accompanied by a completed Product Entry Detail Form. Shipping details will be provided no later than **July 7, 2023**. ***Due to the timing and logistics of the competition the products can be frozen for shipping however will be thawed prior to cooking for presentation to the judges.***



*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.*

- 7) **CATEGORIES:** Eligible business members can enter two (2) entries of a different item in each of the categories. Category Definitions (Appendix A) form part of these rules and must be adhered to by all entrants.
- 8) **CATEGORY CANCELLATION:** Each category must have a minimum of three (3) companies registered and a minimum of four (4) entries in order to be presented for judging. If a category is cancelled, the entry fee will be returned to the entrant.
- 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 Pork Burger will be changed to Spicy Hot Pork Burger).
- 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 **July 19, 2023**.
- 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:

**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) **SCORES:** Individual product score results will not be provided. Category ranking will be provided upon written request.
- 15) **AWARDS:** Ontario Ultimate “Protein Name Here” Burger award plaque is presented in each product category.
- 16) **ONTARIO’S ULIMATE BURGER AWARD:** A plaque will be presented for the product that received the highest overall score in the competition.
- 17) **AWARDS GALA:** Awards will be presented on Saturday, October 21, 2023. Plaques will be presented, and professional photographs taken. Gala tickets may be preordered with registration.
- 18) **WINNER PROMOTION:**
  - a) Press release distributed province-wide to food, lifestyle, business, trade and agricultural media announcing winners.
  - b) Social media campaign (on Facebook and Twitter).
  - c) Local release targeted directly to media in their region.
  - d) Recognition on meatpoultryon.ca and in BLOCKtalk.
- 19) **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/residence 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).

- 20) **LIABILITY FOR PRODUCTS:** While the MPO including its agents, representatives and those associated with them, 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 (even if MPO is negligent).
- 21) **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 by sponsor unless the entrant has in some manner provided sponsor or its affiliates, as the case may be, with expressed permission to do so.
- 22) **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.



## APPENDIX A - CATEGORY REQUIREMENTS

### 1. **BEEF BURGERS**

The meat protein component of the raw, uncooked burger must be 100% beef. The burger may or may not contain specialty non-meat ingredients (e.g. jalapenos, cheese, parsley, basil) and/or spices and flavourings (e.g. maple, brown sugar). Bacon or bacon-like products are considered an acceptable specialty ingredient.

Product Submission - Entry must consist of 12 burgers, weight 4 to 5 oz. Product can be shipped frozen but will be thawed for cooking.

### 2. **VEAL BURGERS**

The meat protein component of the raw, uncooked burger must be 100% veal. The burger may or may not contain specialty non-meat ingredients (e.g. jalapenos, cheese, parsley, basil) and/or spices and flavourings (e.g. maple, brown sugar). Bacon or bacon-like products are considered an acceptable specialty ingredient.

Product Submission - Entry must consist of 12 burgers, weight 4 to 5 oz. Product can be shipped frozen but will be thawed for cooking.

### 3. **PORK BURGERS**

The meat protein component of the raw, uncooked burger must be 100% pork. The burger may or may not contain specialty non-meat ingredients (e.g. jalapenos, cheese, parsley, basil) and/or spices and flavourings (e.g. maple, brown sugar). Bacon or bacon-like products are considered an acceptable specialty ingredient.

Product Submission - Entry must consist of 12 burgers, weight 4 to 5 oz. Product can be shipped frozen but will be thawed for cooking.

### 4. **POULTRY BURGERS**

The meat protein component of the raw, uncooked burger must be 100% poultry. The burger may or may not contain specialty non-meat ingredients (e.g. jalapenos, cheese, parsley, basil) and/or spices and flavourings (e.g. maple, brown sugar). Bacon or bacon-like products are considered an acceptable specialty ingredient.



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Product Submission - Entry must consist of 12 burgers, weight 4 to 5 oz. Product can be shipped frozen but will be thawed for cooking.

#### 5. **LAMB BURGERS**

The meat protein component of the raw, uncooked burger must be 100% lamb. The burger may or may not contain specialty non-meat ingredients (e.g. jalapenos, cheese, parsley, basil) and/or spices and flavourings (e.g. maple, brown sugar). Bacon or bacon-like products are considered an acceptable specialty ingredient.

Product Submission - Entry must consist of 12 burgers, weight 4 to 5 oz. Product can be shipped frozen but will be thawed for cooking.

#### **OTHER**

Raw, uncooked, “other” burgers can be made other proteins not listed above, eg. Wild boar, bison, venison. This category can also include burgers that are made from any combination of proteins. The burger may or may not contain specialty non-meat ingredients (e.g. jalapenos, cheese, parsley, basil) and/or spices and flavourings (e.g. maple, brown sugar). Bacon or bacon-like products are considered an acceptable specialty ingredient.

Product Submission - Entry must consist of 12 burgers, weight 4 to 5 oz. Product can be shipped frozen but will be thawed for cooking.

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For more information: **Meat & Poultry Ontario**  
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