

# Canadian Agri-Food Export Gala



*Groupe Export agroalimentaire*  
*Agri-Food Export Group*  
QUÉBEC-CANADA

## Application

### 2010 CANADIAN EXPORT BUSINESS AWARD

In partnership with:



Application deadline: **March 19, 2010**

The prestigious *Canadian Export Business Award* is now in its fourth year. It will be presented to the Canadian agri-food business that has demonstrated the most outstanding achievements on international markets in 2009. The prize serves as a springboard to an enhanced reputation and increased visibility and recognition on international markets.

The *2010 Canadian Export Business* as well as the finalists will enjoy valuable exposure in the media and industry when the prize is awarded at the 4<sup>th</sup> Canadian Agri-Food Export Gala, on April 21, 2010 at the Palais des congrès de Montréal during SIAL Canada. This is a unique opportunity to have your company shine on the international stage—be it small, medium-sized, or large.

### **DON'T WAIT. ENTER YOUR COMPANY NOW!**

If you wish to fill an electronic form and e-mail it to us, please contact [veroniquefolny@groupeexport.ca](mailto:veroniquefolny@groupeexport.ca).

### **MEDIA EXPOSURE FOR WINNER AND FINALISTS**

#### **At the Gala**

- Official photograph of representative taken at the cocktail party
- Name and logo of business, with name and photo of representative, displayed repeatedly on screens during the cocktail party
- Business mentioned and its representative introduced on main stage upon Gala opening

#### **Media visibility**

- Mention in *Actualité Alimentaire* magazine
- Mention in press release to media announcing names of finalists before the event
- Mentions in Export Group and SIAL Montreal press releases
- Mention in May 2010 issue of the *Exportise* newsletter
- From April 5 to 21, mention on home page of the Export Group website, with hyperlinks to winner's and finalists' websites

### **AWARD WINNER'S EXCLUSIVE BENEFITS AND PRIVILEGES**

- Report in May 2010 issue of *Exportise*, Export Group's newsletter, with a hyperlink to winner's website
- Mention in Agriculture and Agri-food Canada's regional newsletters
- Mention on the following websites in addition to those mentioned above:
  - SIAL Canada
  - Ministère de l'Agriculture, des Pêcheries et de l'Alimentation du Québec (MAPAQ)
  - Agriculture and Agri-Food Canada
  - CanadExport
  - Ministère du Développement économique, de l'Innovation et de l'Exportation (MDEIE)

# APPLICATION FORM

## GENERAL INFORMATION

The *2010 Canadian Export Business Award* will be presented at the Canadian Agri-Food Export Gala on April 21, 2010, at the Palais des congrès de Montréal during SIAL Canada. The award created by Agri-Food Export Group Québec-Canada is in its fourth year. As well as paying tribute to the most deserving candidate on export markets in 2009, it tips its hat to the creativity and excellence shown on international markets by Canadian companies active in the agri-food sector.

The Canadian Agri-Food Export Gala was initiated by Agri-food Export Group Québec-Canada, the largest Canadian association of agri-food exporters with 400 members.

## ELIGIBILITY

To be eligible for the *2010 Canadian Export Business Award*, your company must be a Canadian farming and/or food processing business that has been exporting its products outside its province of origin for at least three years. Please note that trading houses and companies in the service and distribution sectors are not eligible.

All information provided herein will remain confidential.

## REGISTRATION

<b>Company Name</b>			
<b>Address</b>			
<b>City</b>			
<b>Province</b>		<b>Postal Code</b>	
<b>Telephone</b>		<b>Fax</b>	
<b>Email</b>			
<b>Website</b>			
<b>Person in Charge</b>			
<b>Title of Person in Charge</b>			
<b>Head Office Address if Different</b>			

## DESCRIPTION OF COMPANY

### A) Company overview

Date of foundation (month/year):	
Date of acquisition if applicable (month/year):	
Permanent employees:	Seasonal employees:
Date exports began (year):	

### B) Main company officers and/or managers.

Name	Position

### C) Canadian products exported. (For the purposes of this award, a “Canadian product” is defined as a product grown, harvested or processed and packaged in Canada that has undergone a change significant enough to warrant a change in its Harmonization System [HS] Code. Please specify % of Canadian content in your products.)


### D) Markets. (Describe the export markets in which the company is active and specify segment: retail, food services or industrial.)


### E) Objectives. (Specify markets targeted from now until 2012. Quantify objectives.)


**Strategies** (What strategies will you use to attain your objectives?)


**F) Keys to success.** (Outline what, in your opinion, contributes most to your company’s success on international markets.)


**EVALUATION**

	<b>CRITERIA</b>	<b>POINTS</b>
<b>1</b>	The company has significantly increased its presence on export markets in 2009 (consolidation, diversification, new targets).	<b>25</b>
<b>2</b>	The company has adapted its products to demand on its various export markets (packaging, sizes, recipes, branding, etc.).	<b>20</b>
<b>3</b>	In its business category, the company has posted noteworthy export sales growth over the past three years.	<b>15</b>
<b>4</b>	The company has developed and used a strategic approach to consolidate its international presence, as well as diversify or develop new markets or market segments abroad.	<b>15</b>
<b>5</b>	The company has devoted real efforts to research & development to ensure its growth.	<b>10</b>
<b>6</b>	The company complies with health and safety standards and has obtained the necessary certification when applicable.	<b>5</b>
<b>7</b>	The company meets all competition criteria.	<b>5</b>
<b>8</b>	The overall quality of the application is noteworthy.	<b>5</b>
	<b>TOTAL</b>	<b>100</b>

**INFORMATION REQUIRED FOR EVALUATING CRITERIA**

1) The company has significantly increased its presence on export markets in 2009, be it to consolidate, diversify or develop new markets. (Describe main achievements, markets targeted and exported products.) /25


2) The company has adapted its products to demand on its various export markets (packaging, sizes, recipes, branding, etc.). /20


3) In its business category, the company has posted noteworthy export sales growth over the past three years. /15

Period	Annual sales growth Total sales	Growth attributed to exports Total exports
<b>2007</b>		
<b>2008</b>		
<b>2009</b>		

4) The company has developed and used a strategic approach to consolidate its international presence, as well as diversify or develop new markets or market segments abroad. (Describe these efforts.) /15


5) The company has devoted real efforts to research & development to ensure its growth. (Describe these efforts and their impact on your export activities.) /10


6) The company complies with health and safety regulations and has obtained the necessary certification when applicable. (Specify certification obtained and health and safety programs implemented over the last years.) /5


**For committee use only**

7) The company meets all competition criteria.

Yes

No

/5

8) The overall quality of the application is noteworthy.

/5

**SELF-EVALUATION**

Briefly indicate why you think the jury should retain your application for the *2010 Canadian Export Business Award*.


**NOTE:**

All sections of this application must be completed, failing which your company's application will be automatically rejected. Do not hesitate to use more space to answer questions if needed.

**DECLARATION**

I have read and understood the contest rules and certify that all of the information provided is true.

Name: \_\_\_\_\_ Position: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

*Along with your application, please enclose 2 copies of your corporative brochure and/or of your products' promotional material.*

## **DATES TO REMEMBER**

- Applications must be received by Export Group on or before **March 19, 2010**
- Finalists to be announced **April 5, 2010**
- Winner to be announced on **April 21, 2010**

## **CONFIDENTIALITY**

Export Group undertakes to ensure the confidentiality of all information provided herein. Members of the organizing committee and jury have signed a confidentiality agreement. Moreover, only jury members will have access to the information contained in applications. All applications will be destroyed following the selection process.

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**Your application must be received in a sealed envelope  
AT THE LATEST BY MARCH 19, 2010 at the following address:**

***2010 Canadian Export Business Award***  
Agri-Food Export Group Québec-Canada  
668, montée Montarville  
Saint-Bruno (Québec) J3V 6B1  
c/o Johanne Forest

**Information:** Véronique Folny  
T 418 456-7854 – Email : [veroniquefolny@groupeexport.ca](mailto:veroniquefolny@groupeexport.ca)

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### **Congratulations to previous winners**

<b>2009</b>	<b>Les Viandes Du Breton inc.</b> , Rivière-du-Loup, Québec
<b>2008</b>	<b>Origin Organic Farms inc.</b> , Delta, British Columbia
<b>2007</b>	<b>Bio Biscuit inc.</b> , Saint-Hyacinthe, Québec