

# Canadian Agri-Food Export Gala



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

## Application

In partnership with:



**FCC** **Financial Services**  
Agribusiness and Agri-Food

## 2010 CANADA BRAND BUSINESS AWARD



*Canada*

**Application deadline: March 19, 2009**

The prestigious *Canada Brand Business Award* is now in its fourth year. It is presented to a Canadian agri-food business that has advantageously positioned its products on international markets by holding the promise of excellence embodied in the Canada Brand, symbolized by the maple leaf. Canadian products are perceived as premium quality, healthy, fresh, and natural products backed by impeccable customer service.

The winner of the *2010 Canada Brand Business Award* as well as the finalists will enjoy valuable exposure in the media and industry when the prize is awarded at the 4th 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 business—be it a small, medium-sized or large company—outshine its competitors in the industry.

### **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 spring issue of *Actualité Alimentaire* magazine
- Mention in press release to media announcing names of finalists before the event
- Mention in Export Group 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**

##### **Media visibility**

- 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 Canada Brand 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. Already in its fourth year, the award pays tribute to an outstanding company that has thrived outside its province or on export markets in 2009. It also recognizes the efforts the enterprise has made to hold the promise of excellence embodied in the Canada Brand, symbolized by the maple leaf, when exporting its premium quality, healthy, fresh, and natural products.

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 *Canada Brand Business Award*, your company must be a Canadian farming and/or food processing business active that has been exporting its products outside its province of origin for at least three years. It must also be drawing on the promise embodied in the Canada Brand image to reach its objectives.

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>Zip Code</b>	
<b>Telephone</b>		<b>Fax</b>	
<b>Website Address</b>			
<b>Email</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.**

<b>Date of foundation</b> (month/year):	
<b>Date of acquisition</b> if applicable (month/year):	
<b>Permanent employees:</b>	<b>Seasonal employees:</b>
<b>Date exports began</b> (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 which of your products and brands are exported.
- Please specify % of Canadian content in your products. (If applicable, specify whether a basic element needed for manufacturing is unavailable in Canada.)


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


**E) Canada Brand.** (How does the company commit to, participate in, or contribute to upholding a strong image of Canadian agri-food products and the Canada Brand on international markets: quality, healthiness, environmental protection, customer service, display of maple leaf logo, etc.)


**F) Keys to success.** (Outline what enables the company to stand out when marketing its products abroad and what contributes most to its success on international markets.)


**EVALUATION**

	<b>CRITERIA</b>	<b>POINTS</b>
<b>1</b>	The company has shown that it increased its sales by drawing on the promise embodied in the Canada Brand.	<b>20</b>
<b>2</b>	The company has met the expectations of its international customers by adapting its processes, practices and products to their demands in order to ensure the best customer service.	<b>20</b>
<b>3</b>	The company applies environmentally sound methods throughout its production process, thereby enhancing the reputation of excellence that Canadian products enjoy abroad.	<b>20</b>
<b>4</b>	The company is committed to ensure the healthiness and safety of the products it markets abroad.	<b>15</b>
<b>5</b>	To strengthen its trademark, the company has chosen to display the maple leaf—an essential element of the Canada Brand on international markets—on products it exports.	<b>15</b>
<b>6</b>	The company meets all competition criteria.	<b>5</b>
<b>7</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 shown that it increased its sales by drawing on the promise embodied in the Canada Brand (quality, healthiness, etc.), especially in 2009. (Fill out the table below and explain how emphasis on those characteristics has impacted your growth.) /20

<b>Year</b>	<b>Total Sales</b>	<b>Total Exports</b>
<b>2007</b>		
<b>2008</b>		
<b>2009</b>		

2) The company has met the expectations of its international customers by adapting its processes, practices and products to their demands in order to ensure the best customer service. (Specify what your efforts resulted in. Provide examples.) /20


3) The company applies environmentally sound methods throughout its production process, thereby enhancing the reputation of excellence that Canadian products enjoy abroad. (Specify which measures were taken to ensure environmental protection.) /20


4) The company is committed to ensure the healthiness and safety of the products it markets abroad. (Explain impact on manufacturing process of exported products.) /15


5) To strengthen its trademark, the company has chosen to display the maple leaf—an essential element of the Canada Brand on international markets—on products it exports. (Specify when you started using the maple leaf and enclose a packaging specimen or color photocopy.) /15


**For committee use only**

6) The company meets all competition criteria.

Yes

No

/5

7) 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 CANADA BRAND BUSINESS AWARD**


### NOTE:

All sections of this application must be completed; failure to do so will result in your company's application being 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: \_\_\_\_\_

### NOTES:

*Along with your application, please enclose (when applicable) 2 copies of your corporate 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. 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 CANADA BRAND BUSINESS AWARD**

Agri-Food Export Group Québec-Canada  
668, montée Montarville  
Saint-Bruno (Québec) J3V 6B1  
c/o of 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>Rosa Secilia Gourmet</b> , Saint-Mathieu-de-Beloeil, Québec
<b>2008</b>	<b>Plats du chef</b> , Dollard-des-Ormeaux, Québec
<b>2007</b>	<b>Peak of the Market</b> , Winnipeg, Manitoba