



**BC Buy Local Award of Excellence 2017
For Outstanding BC Producers & Processors
Presented by the Investment Agriculture
Foundation (IAF)**

2017 Nomination Form

The Investment Agriculture Foundation of BC (IAF) is proudly launching the inaugural BC Buy Local Award of Excellence to celebrate local farmers and food processors who supply British Columbians with quality local foods, and who inform consumers about the importance of eating local through the BC Government’s Buy Local Program. The 2017 Award will recognize one outstanding primary producer or processor in the agrifood and seafood sector who is currently selling product to consumers in the province. A panel of judges will select one winner based on the achievements of the best Buy Local marketing project—the campaign that was the most creative, strategic and effective in increasing sales. Other award criteria include the ability to leverage Buy Local funds to build connections, increase sales and contribute to agrifood industry growth in BC.

We invite you to share your success and nominate your project!

Awards are open only to Buy Local clients who have received funding from the Buy Local program since 2012 and have successfully completed their project, with their final report submitted by March 31, 2017. Clients who have received Buy Local funding multiple times are eligible to submit one application for the Award based on one completed project only.

Please review the Award Rules and General Information before proceeding.

PART I: CONTACT INFORMATION

Award Nominee

| | |
|---|----------------------------------|
| Nominee | X |
| Title | X |
| Company/Organization | X |
| Project Number & Title | BL _____ . Project title: |
| Mailing address (street, city, province, postal code) | X |
| Daytime telephone | X |
| Fax | X |
| Email | X |

Nominated by

| | |
|---|----------|
| Name (if different from above) | X |
| Title | X |
| Company/Organization | X |
| Mailing Address (street, city, province, postal code) | X |
| Daytime telephone | X |
| Fax | X |
| Email | X |

- [] The nominee is willing to participate in publicity activities
- [] The project nominated was funded through the BC Government’s Buy Local Program

Submit the completed nomination package to:

Investment Agriculture Foundation of British Columbia
Courier: 3rd Floor, 808 Douglas Street, Victoria, BC V8W 2Z7
Mail: PO Box 8248, Victoria, BC V8W 3R9
Attention: Sarah Rostami

Or,

Email to: srostami@iafbc.ca

All nominations and materials submitted become the property of the Investment Agriculture Foundation of BC and will not be returned.

***** The deadline for receipt of nominations is May 1, 2017 *****

PART II: AWARD CRITERIA

1. Applicant is a recipient of Buy Local Program funds since 2012.
2. The project is complete and the final report was submitted to IAF by March 31, 2017. The report must be complete and satisfactory as deemed by the IAF.
2. Project Development & Execution:
 - Evidence of a strategic and well-thought out project marketing plan.
 - High quality branding materials (including use of a Buy Local BC identifier consistently across all deliverables, including packaging, promotional materials, advertising and communication materials).
 - Effective creative (e.g. unique and engaging) and messaging (e.g. consistent and clearly crafted message, strong call-to-action, etc.) in advertising and promotional tools.
3. Project Results:
 - Quantifiable sales increase in the domestic market.
 - New/strengthened partnerships with other value-chain members.
 - Successful launch of new products or new product listings at retail and/or foodservice outlets.
 - Contribution to sector-specific growth or revenues.
4. Lessons Learned:
 - Ability to effectively respond to new challenges, solve issues and capture new opportunities.

PART III: BUY LOCAL PROJECT DESCRIPTION

1. Why are you nominating your project for the BC Buy Local Award of Excellence?

Tip: Refer to the award criteria and consider such things as creativity of your marketing campaign, public engagement strategies, consistency of buy local messaging in advertising and promotional tools, lessons learned through project, etc.

2. Describe your Buy Local project including all deliverables produced and activities undertaken.
3. Explain your project results/impacts, as well as how you have measured them (e.g. did project activities result in a quantifiable local sales increase, did your marketing activities help you introduce a new product into the domestic market, were you able to establish or enhance partnerships with other value-chain members?)
4. What contribution does your project represent to the broader agrifood and seafood industry or the growth of your sector?

Attach additional information as necessary (two pages maximum).

PART IV: AWARD RULES, ELIGIBILITY AND GENERAL INFORMATION

Award Eligibility Requirements

Awards are open only to Buy Local clients who have applied for and received funding from the Buy Local program since 2012 and successfully completed their project, with their final report submitted to IAF by March 31, 2017. The final report must be complete and satisfactory as deemed by the IAF.

Clients who have received funding multiple times are eligible to submit one application for the Award based on one project only.

Nomination Package Requirements

A nomination package is required. Each package should include:

- A signed and completed nomination form
- Not more than ten supplementary supporting materials. These can include marketing materials/deliverables completed as part of your project, impact statements, financial statements, media coverage, etc. (No product samples are required).

Bonus Materials

Ideally, your package will also include:

- Up to two letters of support/endorsement from participating value-chain members (e.g. testimonials from retailers, farmers' markets, restaurants, distributors, etc. regarding new sales generation, new product listings, new partnerships, consumer feedback, etc.)
- A brief video (five-minute maximum) that highlights your organization/business and the success of your Buy Local campaign. **(Contact IAF to discuss video submission requirements.)**

Evaluation

Nominees are evaluated by a panel comprised of individuals knowledgeable about British Columbia's agrifood and seafood industry.

When evaluating nominees, judges will be guided by, but not limited to, the following criteria:

- Extent of effort/creativity/strategy required to develop and implement your Buy Local marketing campaign
- Quality, originality and uniqueness of materials developed
- Consistency and efficacy of Buy Local messaging across deliverables
- Level of consumer/public engagement through campaign
- Development or enhancement of partnerships across the value-chain
- Quantifiable results achieved (e.g. increase in domestic sales, products sold, new distributors/listings)
- Contribution to general industry or sector-specific growth in BC

Award Presentation and Publicity

- The winner will be notified in advance of the award presentation but will be asked to keep the decision confidential until the formal announcement is made.
- The presentation will occur at the FoodProWest Gala Awards dinner on June 8, 2017 at the Westin Bayshore in Vancouver.
- The winner or a designate must be present at the Gala Awards to accept the Award.
- IAF will provide up to two (2) tickets to attend the Gala.
- Reasonable travel and accommodation expenses to the Gala will be reimbursed.

- One winner will receive a commemorative plaque and up to \$2,000 to spend on buy local advertising in a consumer-based, BC publication of their choice.
- IAF will publicize the winner through a variety of media activities and advertising. The winner must be willing to cooperate with requests for media coverage and other publicity.

Nominator's Signature:

I, the above-named nominator, hereby certify that I have read and agree to be bound by the Award Rules and General Information:

Signature: _____ **Date:** _____

Print Name: _____