

The **JFC**
INNOVATION for
 ★ **AWARDS** rural
 business



2011/12

THE AWARDS

JFC, Teagasc, the Department of Agriculture & Rural Development NI (DARD) and the *Irish Farmers Journal* are delighted to announce the JFC Innovation Awards for Rural Business.

The overall prize fund for the JFC Innovation Awards for Rural Business is €40,000.

This includes cash prizes of €12,000, advertising in the *Irish Farmers Journal* for winners valued at €14,000 and mentoring and business support worth €14,000.

Objectives of the Competition:

- To encourage a flow of new ideas from the farming and rural community.
- To help people to develop their business idea into a reality.
- To motivate individuals to take an innovative approach to new business.

BENEFITS TO COMPETITION APPLICANTS

The competition offers the farming and rural community the following opportunities:

- **Encouragement and motivation to develop their business idea.**
- **Feedback on their business idea from the expert judging panel.**
- **Opportunity to win up to €40,000 worth of prizes:**

- The overall award winner will receive a prize fund of €15,000, which includes a cash prize of €5,000, mentoring and business support worth €5,000, and advertising space in the *Irish Farmers Journal* worth €5,000.

- Category winners will receive a prize fund of €3,000, this includes a cash prize of €1,000; mentoring and business support worth €1,000 and advertising with the *Irish Farmers Journal* worth €1,000.

- Category finalists will receive a prize fund of €1,500 each, this includes a cash prize of €500, mentoring and business support worth €500 and advertising space in the *Irish Farmers Journal* worth €500.

- **Network with like-minded people during the competition.**

- All finalists will go forward to the All Ireland stage from which the overall and category winners will be chosen.

- **Get good publicity for their potential business.**

- All finalists will be profiled in the *Irish Farmers Journal* and extensive PR opportunities will be generated from the awards.

RECOMMENDATIONS FOR BUSINESS PLANS

Your business plan should contain:

- An overview of the plan
- Clear commercial potential in target market(s)
- Entrepreneurial spirit and drive of the applicant(s)
- Clear potential and business growth opportunities

Plans must be concise and should not exceed 25 A4 pages of legible text.

Nominate the category you wish to enter:

- 1. Energy / Manufacturing**
- 2. Value Added / Speciality Food**
- 3. Services / Rural Tourism**
- 4. Startup (not yet trading)**

The judges may re-categorise entries in certain instances.

“

Winning the **JFC Innovation Awards** brings you prestige, more traffic, and they enhance your credibility as a business.

Bernie Carroll, Business Student Programme Ireland

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Focus on:

- A clear description of your idea - what you are proposing
- The market opportunity — describe your target market and explain the need for it, outline the benefits to the consumer
- Why will customers buy your product?
- Target consumers — what is the profile of your customers?
- Distribution — how will you reach your customers?
- Promotion and sales — how are you going to promote and profitably sell your product/service?
- Competition — identify your key competitors and identify what you will do that is different to them
- Key measurement points for success — for example the number of customers, projected sales, costs

A guide to business plan preparation can be found on the Teagasc and DARD websites at:

www.teagasc.ie/startingyourownbusiness

www.ruralni.gov.uk/diversification



FINALIST: Highbank Farm



FINALIST: Beeinfectal



FINALIST: Ocean Addicts

COMPETITION TIMETABLE

Closing date for entries:	16 December 2011
Entries assessed:	January 2012
Interviews:	Mid January to mid February
All Ireland Awards Final:	Mid April 2012

All eligible applicants will be invited to attend interview to present and discuss their entry. Interviews will be scheduled to take place in a number of central locations from mid-January to mid-February.

THE AWARDS FINAL

All finalists will be invited to attend the awards final. This will take place in mid-April.

TO ENTER

All entrants to the competition are required to complete the entry form in this booklet together with a simple business plan.

Entrants are required to indicate which category they wish to enter.

The categories for JFC Innovation Awards for Rural Business are:

- 1. Energy / Manufacturing**
- 2. Value Added / Speciality Food**
- 3. Services / Rural Tourism**
- 4. Startup (not yet trading)**

**The final date for receipt of entries is
5pm on Friday 16 December 2011.**

Entries should be submitted either by email or by CD or hard copy. Please include the application form details if sending via email.

CD/hard copy entries should be submitted in a sealed envelope (hard copy plans should be unbound and firmly stapled in the top left hand corner), and addressed to the relevant address:

Republic of Ireland entries:

JFC Innovation Awards for Rural Business, Teagasc, Mellows Development Centre, Athenry, Co Galway.
Email: innovation.awards@teagasc.ie

Northern Ireland entries:

JFC Innovation Awards for Rural Business, Department of Agriculture and Rural Development NI, Room 518, Dundonald House, Upper Newtownards Road, Belfast BT4 3SB
Email: innovation.awards@dardni.gov.uk



“ The overall experience enabled us to always strive for excellence. All good companies grow from a tiny seed ”
— Jim Ryan, Ryan Farm Fresh Foods

APPLICATION FORM

Please print clearly

Name:.....

Business Name:

Address:

.....

County:

Email address:

Telephone — Home:

Telephone — Mobile:.....

Age Category (please X appropriate)

18 - 35 yrs 35 +

Please nominate category being entered (please X appropriate box)

1. Energy / Manufacturing

2. Value Added / Speciality Food

3. Services / Rural Tourism

4. Startup (not yet trading)

I have read and understand the rules and now wish to enter the JFC Innovation Awards for Rural Business. I also enclose my business plan.

Signed:

Date:

RULES

To be considered, diversification projects should (i) not have started or (ii) be in the first five years of trading. Generally excluded are the following: buy outs, expansions of established businesses, consortia, tax shelters, franchises and licensing agreements for distribution in a different geographical area. Applicants should be aged 18 years or over. Employees or agents of, or family members of personnel of, JFC, Teagasc, DARD, *Irish Farmers Journal* or any member of the Judging Panel or other persons connected with this competition are not permitted to enter. The determination of eligibility shall be at the sole discretion of JFC, Teagasc, DARD and the *Irish Farmers Journal*. The judges opinion will be final and no dialogue will be entered into. All entrants to the competition are required to complete the entry form and submit a simple business plan. The final date for receipt of entries is 5pm on Friday, 16 December 2011. Entries should be submitted by email to innovation.awards@teagasc.ie or innovation.awards@dardni.gov.uk or by CD or hard copy. Please include the application form details if sending via email. CD/hard copy entries should be submitted in a sealed envelope. Hard copy plans should be unbound and firmly stapled in the top left hand corner and addressed to:

JFC Innovation Awards for Rural Business, Teagasc, Mellows Development Centre, Athenry, Co Galway or JFC Innovation Awards for Rural Business, Department of Agriculture and Rural Development NI, Room 518, Dundonald House, Upper Newtownards Road, Belfast BT4 3SB.

Entries into the competition shall be deemed to be a full and unconditional acceptance of the rules of the competition. The organisers, JFC, Teagasc, DARD and the *Irish Farmers Journal* reserve the right to vary the rules of the competition at any time in its absolute discretion. No correspondence will be entered into in relation to any issue arising out of this competition.

Intellectual property

The protection of intellectual property rights is the responsibility of each applicant. Applicants are urged to mark as confidential any portion of their entries, which they consider to be of a proprietary or sensitive nature. Applicants should also be careful about disclosing any "patentable concepts" in their entries. Whilst JFC, Teagasc, DARD and the *Irish Farmers Journal*, as principal sponsors and organisers, will endeavour to ensure that applicants retain their rights to any intellectual property, we will not, due to the nature of the competition, ask judges, reviewers or staff to agree or sign non-disclosure statements for any applicants. Accordingly, JFC, Teagasc, DARD and the *Irish Farmers Journal* can give no assurances as to the protection of intellectual property and shall have no liability whatsoever to any applicant for any loss suffered.

Data protection

The winners' names will be publicly announced and winners will be required to participate in promotional photographs and will be profiled and featured in the *Irish Farmers Journal*. By applying for the competition, applicants agree to publication by Teagasc, DARD, the *Irish Farmers Journal* and JFC of their names and likenesses in promotional materials. Applicants' personal data will be held by Teagasc, DARD and the *IFJ* but will not otherwise be shared with other third parties without the prior consent of applicant.



"The JFC Innovation Awards are really about the sponsors trying to help you and your company to prosper and create extra jobs and employment. This is what the country badly needs. Every business that enters will gain from the experience. Pitching your idea to the judges will give you confidence. You will receive great feedback as to where you should take the business next. The JFC awards have proved to be an excellent opportunity for companies to show and display new ideas or a modification of the old ones. We wish this year's entries all the best in the JFC Innovation Awards for 2012 and hopefully many years to come."



JFC's latest innovation – The Cow Cubicle.

John Concannon
Managing Director



Hear from some of last year's winners:

Overall winner 2011 JFC Innovation Awards



Bernie Carroll, Business Student Programme Ireland

"Being the overall winner of the JFC Innovation Awards for Rural Business 2011 has been a wonderful experience for my business, not only with the amount of publicity I received from winning the award but the awareness it gave people about my business is just amazing. One of the easiest and most inexpensive ways for a business to stand out from your competitors is to win industry awards. They are a way to gain recognition for yourself, your business and your company website. Awards bring you prestige and more traffic, and they enhance your credibility as a business. Winning an award also attracts good employees as people will actually want to be on a winning team."

Finalist in Value Added/Speciality Food category



Jim Ryan, Ryan Farm Fresh Foods

"The JFC Innovation Awards were a great boost for our company, showing us how far we had come in three years and where we have to go in the next ten years. Our visit to the JFC factory in Tuam was an eye-opener to show how far one man could come with a pair of buckets. The exposure in the Irish Farmers Journal was of excellent benefit to our profile. The awards ceremony itself was a great team-building exercise for our team here in Ballinlough. The overall experience enabled us to always strive for excellence. All good companies grow from a tiny seed."

