

# The ABN Innovation Award Entry Form

## at The British Pig and Poultry Fair 2012

Name:

Contact address:

Email address:

Telephone number:

Occupation:

Connected to the industry? Y/n

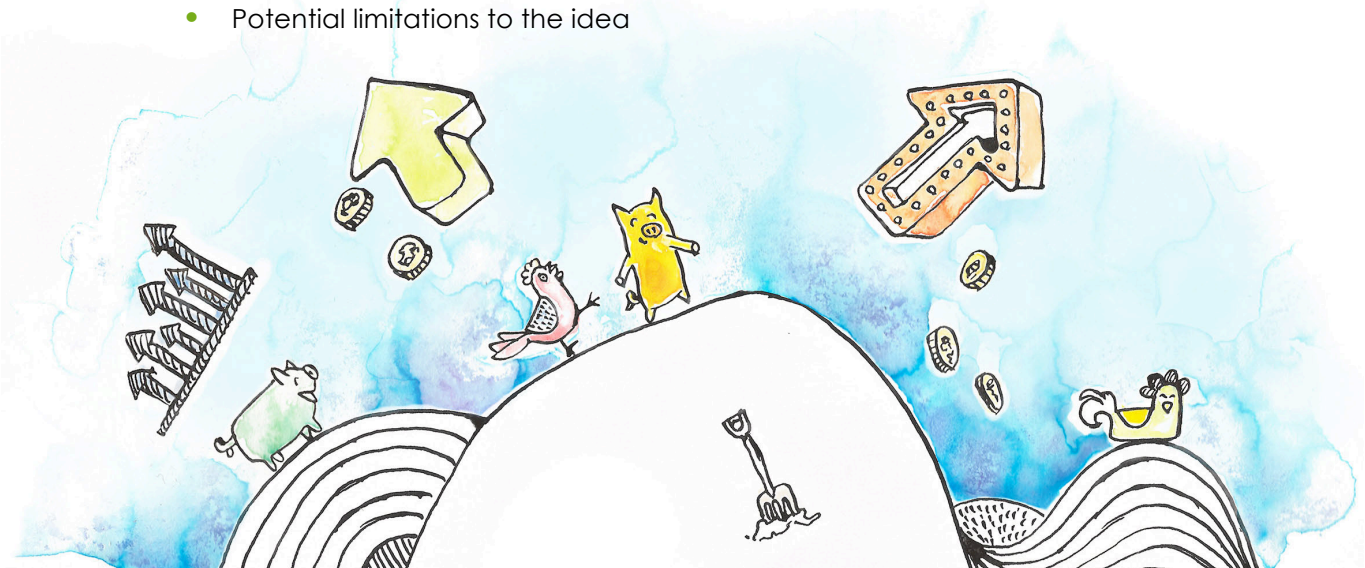
Your idea can be presented in any format that we can receive (e.g. electronically or by post) and must be accompanied by this completed entry form. Acknowledgement of receipt of this form will be sent by email to the address that you have provided.

### Your entry must include the following:

- The objective(s) of the idea, maximum 100 words
- The part of the supply chain that the idea is focused on
- The challenges that the idea addresses and how it adds value to the supply chain
- Details of the idea and the thought behind it
- Practical implementation of the idea
- Suggested success measures and what success could look like

### It may also include:

- Potential further development of the idea
- Potential limitations to the idea



## Notes on Judges marking scheme:

The following aspects will be used for assessment:

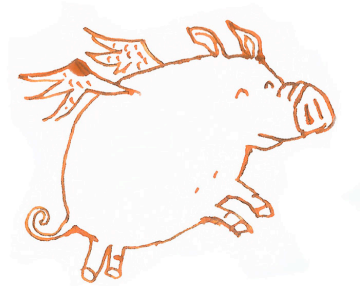
- The effectiveness of the idea in addressing a challenge or challenges that the UK Pig or Poultry market is faced with
- Demonstrate how the idea adds value to the British pig, poultry or egg supply chains; for example at producer, processor, food service, retailer and/or consumer level.
- Implementation and measurement of the proposed idea
- Presentation

## Competition Rules:

1. Open to anyone who has an interest and passion for helping the UK pig and poultry farming and food industry
2. Only entries accompanied by the completed competition entry form will be accepted
3. The winner will be chosen and announced on Wednesday 16<sup>th</sup> May 2012 at Stoneleigh Park, Warwickshire.
4. The prize is £1000 and the opportunity to present to a panel made up of leading influencers within the UK farming and food industries. The Promoter reserves the right to substitute the prize or any part of it for a prize of equivalent or greater monetary value if this is necessary for reasons beyond its control. The prize is non-transferrable and non-refundable unless otherwise agreed in writing with the Promoter
5. Entrants must be available at the British Pig and Poultry Fair on Wednesday 16<sup>th</sup> May 2012 at Stoneleigh Park, Warwickshire
6. Entrants must be aged 18 years or over (or if under 18, have the written consent of their parent or guardian) and resident in the UK
7. The Promoter reserves the right to use the winner's name, county of residence and an agreed summary of the winning idea in its commercial communications
8. The Promoter and its associated companies and agents exclude all responsibility for and all liabilities arising from any postponement, cancellation, delay or changes to the competition and/or arising from use of the prize, to the extent permitted by English law
9. The Promoter accepts no responsibility for entries not received by it
10. Commercial terms, including as to use and ownership of intellectual property, will be agreed between the winner (or any other participant whose idea is of interest to a commercial party) and any commercial party involved in the development of the idea
11. The decision of the judging panel will be final and no correspondence will be entered into
12. Employees of the Promoter and their families, and persons directly connected with the Promotion, are not eligible to participate in the competition
13. Entry into the competition signifies acceptance of the rules
14. Promoter: ABN, a division of AB Agri Limited, with its registered address at Weston Centre, 10 Grosvenor Street, London W1K 4QY

**For further information go to [www.pigandpoultry.org.uk/abninnovationaward](http://www.pigandpoultry.org.uk/abninnovationaward) or contact Donna Rose at [donna.rose@abagri.com](mailto:donna.rose@abagri.com) or on 01733 871386**

Please send postal entries addressed to Donna Rose, ABN, 64, Innovation Way,  
Peterborough Business Park, Lynch Wood, Peterborough, PE2 6FL  
or send email entries to [donna.rose@abagri.com](mailto:donna.rose@abagri.com)



## Declaration:

I certify that all ideas and text included in my entry are my own and also not subject to any copyright or commercial restriction of any kind. I accept and agree to the rules and understand that the judges' decision is final.

**Signed:**

**Print name:**

**Date:**

### Data Protection

AB Agri will not share this information with any third party. If applicable, AB Agri will contact you by post, email or phone about services that may be of interest to you. If you DO NOT wish to receive such information, please tick here.

Stoneleigh Park Ltd will not share this information with any third party. If applicable, Stoneleigh Park Ltd will contact you by post, email or phone about Pig & Poultry and other agricultural events that may be of interest to you. If you DO NOT wish to receive information on other agricultural events organised by Stoneleigh Park Ltd, please tick here

