



Presented by



PRIX RELÈVE ALIMENTAIRE QUÉBEC 2022 edition

Initia Foundation is proud to add the first edition of the Relève Alimentaire Québec award to its offer, created to allow more companies in the sector to grow.

With this new awards program, Initia and its partner wish to recognize the commitment and innovative achievements of Quebec's up-and-coming food companies, entrepreneurs and intrapreneurs by supporting them in the development and growth of their marketing and innovation projects.

Candidates may register in one of the following categories:

INDIVIDUAL

- Young professional
- Processor-farmer entrepreneur

BUSINESS

- Business takeover
- Start-up business
- Growing business

OUR PARTNERS





TABLE OF CONTENTS

CATEGORIES	3
ELIGIBILITY CRITERIA – INDIVIDUALS	4
ELIGIBILITY CRITERIA – BUSINESS.....	5
AWARDS.....	5
EVALUATION OF THE APPLICATIONS.....	7
CONFIDENTIALITY.....	8
ANNOUNCEMENT OF THE WINNERS.....	8
GENERAL RULES	8
PREPARATION OF THE APPLICATION	9
JURY	9
QUESTIONS	10
EVALUATION CRITERIA.....	11



Presented by



CATEGORIES

INDIVIDUAL

YOUNG PROFESSIONAL

A young professional, working within an organization, who stands out for his/hers skills, achievements, ways of doing things and his involvement with the food industry will be awarded the prize.

The candidate must, for most part, carry out his/her professional activities,

- Either practice his/her profession and be a member in good standing of a professional order recognized in Quebec that governs this profession;
- or be a member of an association regulating the profession;
- or practice his/her profession in exchange for financial remuneration specifically related to his/her training and skills within a company or organization.

The candidate must be an employee of an organization and have been practising his/her profession for at least two (2) years in the same organization. He/she must be under 35 years of age.

PROCESSOR-FARMER ENTREPRENEUR

The award will be awarded to a processor-farmer entrepreneur who has engaged in food processing in the last three (3) years with his/her production and which allows him/her to improve its offer and to sell directly to the farm.

BUSINESS

START-UP BUSINESS

A start-up food company will be awarded the prize for its growth potential, innovation, outstanding initiatives and achievements, as well as for its promising business plan.

The candidate business must have been in operation for less than three (3) years.

GROWING BUSINESS

The award will be given to a company that has a marked growth in its development, that innovates, and that has a significant potential for success. The company must stand out for its methods and achievements.



Presented by



The candidate company must have been in operation for at least three (3) years and show significant results in terms of the development of its turnover and the creation of value (e.g.: number of employees, revenues, profits, economic spin-offs, positive social impact and visibility for the city and the province, etc.).

A BUSINESS TAKEOVER

A newly acquired company that has developed and grown the business since the acquisition through its achievements, has provided sound management through executive change and which has visionary strategic planning will be awarded the prize.

Acquisition or takeover by a current member of staff, an external person or a family member is accepted. This person must have significant influence on the company's operations and strategic direction. The executive change must have been well managed through the collective efforts of those involved in the takeover. The executive change must have been made for at least two (2) years.

ALIMENTS DU QUÉBEC'S COUP DE COEUR

From all the applications received, Aliments du Québec will choose a favourite person or company to receive a \$5,000 prize.

Please note that the company or individual Coup de Coeur may be an award winner in one of the five categories, and may therefore be entitled to an additional grant.

Aliments du Québec may also choose an application that has not been selected or a finalist.

ELIGIBILITY CRITERIA – INDIVIDUALS

1. Any candidate working in Quebec in the food processing sector may apply.
2. The candidate must be a Canadian citizen or a permanent resident of Canada and have his/her main residence in Quebec.
3. The candidate must be at least eighteen (18) years of age.
4. Each applicant must consent to the Initia Foundation conducting an investigation of him/her or his/her company in order to verify the information provided and shall therefore consent to the use of his/her personal information for such purposes.



Presented by



5. The candidate must submit the application him/herself.
-

ELIGIBILITY CRITERIA – BUSINESS

1. Any company operating in Quebec in the food processing sector may apply.
 2. The business must be registered in Quebec
 3. The company must sell its products in Quebec.
 4. Each applicant company must consent to the Initia Foundation conducting an investigation of itself or its owner to verify the information provided and must therefore consent to the use of its personal information for these purposes.
 5. The company's application must be submitted by its owner or management.
-

AWARDS

Each winner will be awarded \$10,000 in scholarships, as well as several tangible prizes offered by our services partners:

- Aliments du Québec
- Conseil de la transformation alimentaire du Québec (CTAQ)
- Institut sur la nutrition et les aliments fonctionnels (INAF)
- Lavery Avocats
- Nielsen IQ
- Maturin
- Poudre Noire

YOUNG PROFESSIONAL

- \$10,000 scholarship
- 1 CTAQ ticket to the 2023 Marketing Event
- 1 INAF ticket to BÉNÉFIQ 2023 Event
- Participation in a board of directors of Initia



Presented by



PROCESSOR-FARMER ENTREPRENEUR

- \$10,000 scholarship
- CTAQ membership for 2023
- 1 CTAQ ticket to the 2023 Marketing Event
- Aliment du Québec membership for 2023
- 1 INAF ticket to BÉNÉFIQ 2023 Event
- A design thinking workshop by Poudre Noire
- Product Category Analysis by Nielsen IQ
- Free access to the Initia mentoring program
- 3-hour bank for legal services from Lavery Avocats
- 10% discount on trademark protection services from Lavery Avocats
- Creation of a Maturin online store
- Subscription on Maturin for 2023

START-UP BUSINESS

- \$10,000 scholarship
- CTAQ membership for 2023
- 1 CTAQ 2023 Marketing Event ticket
- Aliments du Québec membership for 2023
- 1 ticket, one stand and a free gala dinner at the INAF BÉNÉFIQ 2023 Event
- Innovation diagnosis and 10 hours of support by the INAF innovation team
- A design thinking workshop by Poudre Noire
- Product Category Analysis by Nielsen IQ
- Free access to the Initia mentoring program
- 3-hour bank for legal services from Lavery Avocats
- 10% discount on trademark protection services from Lavery Avocats
- Creation of a Maturin online store
- Subscription on Maturin for 2023

GROWING BUSINESS

- \$10,000 scholarship
- CTAQ membership for 2023
- 1 CTAQ ticket to the 2023 Marketing Event
- Aliments du Québec membership for 2023
- 1 INAF ticket to BÉNÉFIQ 2023 Event
- Innovation diagnosis and 10 hours of support by the INAF innovation team
- A design thinking workshop by Poudre Noire
- Product Category Analysis by Nielsen IQ



Presented by



- Free access to the Initia mentoring program
- 3-hour bank for legal services from Lavery Avocats
- 10% discount on trademark protection services from Lavery Avocats
- Creation of a Maturin online store
- Subscription on Maturin for 2023

A BUSINESS TAKEOVER

- \$10,000 scholarship
- CTAQ membership for 2023
- 1 CTAQ ticket to the 2023 Marketing Event
- Aliments du Québec membership for 2023
- 1 INAF ticket to BÉNÉFIQ 2023 Event
- A design thinking workshop by Poudre Noire
- Product Category Analysis by Nielsen IQ
- Free access to the Initia mentoring program
- 3-hour bank for legal services from Lavery Avocats
- 10% discount on trademark protection services from Lavery Avocats
- Creation of a Maturin online store
- Subscription on Maturin for 2023

ALIMENTS DU QUÉBEC'S COUP DE COEUR

- \$5,000 scholarship
- \$10,000 in services Aliments du Québec
- Free access to Aliments du Québec annual day
- 1 membership Aliments du Québec (if the winner is a company)

EVALUATION OF THE APPLICATIONS

The jury, including professionals who represent or are involved in the agri-food industry, will meet to evaluate the applications.

All applications will be evaluated according to specific criteria of each category, in a fair and equitable manner, regardless of the size of the company.

For each category, the jury will select an individual or company whose projects, achievements or involvement stand out for their innovative nature and importance.



Presented by



To be a finalist, the nominated person or company must obtain a minimum score of 70%.

A maximum of three finalists per category will be determined. Therefore, the jury will choose those with the highest cumulative scores. The highest cumulative score will determine the winner.

Exceptionally, if the application files do not allow the selection of three (3) candidates, the jury may choose to determine fewer finalists or no finalists.

CONFIDENTIALITY

All members of the jury undertake to ensure that all information shared by applicants (individual and business), including files, information and data provided, will be treated in the strictest confidence.

Applications will be destroyed after the award ceremony.

ANNOUNCEMENT OF THE WINNERS

The winners of the Prix Relève Alimentaire Québec will be announced at an event to be held on 5th October. All the details are to come.

GENERAL RULES

1. All documents submitted will be destroyed after the awards ceremony.
2. The organizers reserve the right to reject applications that are incomplete, do not meet the required conditions, are not written in a clear and legible manner or are not submitted at the place and/or before the deadline indicated in this document.
3. If necessary, the companies or candidates whose applications will be selected as finalists could be called for an interview where they will have to elaborate on evaluation criteria.
4. The jury reserves the right to reassign an application submitted in one category to another appropriate category.
5. The decisions of the jury are final.



Presented by



6. The organizers reserve the right to use or allow the use of the names of the finalists and winners without payment of any fee or royalty, solely for the purpose of promoting the contest.
 7. The participating company or individual must sign a declaration releasing the organizers as well as all the persons and organizations involved in the contest from all liability.
 8. The participating company or individual may not at any time promote their candidacy to the members of the jury.
 9. The members of the jury may not communicate directly with a candidate person or company, except as permitted by these rules.
 10. The organizers and the jury will treat all documents shared in the process of this competition as confidential.
-

PREPARATION OF THE APPLICATION

- Registration forms can be found on our website: <https://initia.org/prix-releve-alimentaire-quebec/>
 - The complete application package must include:
 - ✓ The duly completed registration form
 - ✓ All the documents requested in the application form
 - Applications must be sent in a single PDF file containing all required documents to bourses@initia.org before August 22th 2022.
 - Only electronic transmissions will be accepted.
-

JURY

Alain Brisebois

President and CEO | Ferme d'Hiver

Sylvie Cloutier

CEO | Conseil de la transformation alimentaire du Québec (CTAQ)

Maryse Dumont

Vice-Président Innovation, research and development | Fruit d'Or



Presented by



Isabelle Jomphe

Associate lawyer | Lavery Avocats

Patrick Leduc

Professor and team lead of the TPQA program | *Institut de technologie agroalimentaire du Québec* (ITAQ)

François Malenfant

CEO | Station 22

Renée Michaud

General manager | Institut sur la nutrition et les aliments fonctionnels (INAF)

Marie-Claire Pelletier

Director, Development and Innovation | Olymel s.e.c./l.p.

Isabelle Roy

General manager | Aliments du Québec

Anne Scheffer

Vice-Président, Strategy and growth | Poudre Noire

Louis Turcotte

Senior manager, Corporate and commercial financing | Financement Agricole Canada (FAQ)

QUESTIONS

Please contact bourses@initia.org

EVALUATION CRITERIA

YOUNG PROFESSIONNAL

Applications will be evaluated according to the following four (4) broad categories of criteria. A minimum score of 70% is required to be a finalist.

Achievements <ul style="list-style-type: none"> · Is recognized for his/her professional skills and achievements · Manages projects / mandates that have an impact and generate concrete results for the organization 	30 points
Innovation <ul style="list-style-type: none"> · Demonstrates creativity and innovation in his/her ways of doing things · Has a positive influence on strategic thinking 	30 points
Commitment <ul style="list-style-type: none"> · Stands out through one level of involvement and responsibilities 	20 points
Vision and leadership <ul style="list-style-type: none"> · Demonstrates a long-term vision of one professional development · Demonstrates ability to direct, mobilize, guide and influence 	20 points

PROCESSOR-FARMER ENTREPRENEUR

Applications will be evaluated according to the following four (4) broad categories of criteria. A minimum score of 70% is required to be a finalist.

<p>Achievements</p> <ul style="list-style-type: none"> · The company's achievements have a significant impact on its development · Engaged in food processing to diversify its offer and sell directly on the farm 	<p>30 points</p>
<p>Innovation</p> <ul style="list-style-type: none"> · Demonstrates innovation and stands out in its sector · Demonstrates originality in the management of his/her business, of human resources, animal and/or material, etc. · Implement new ideas to meet market needs 	<p>30 points</p>
<p>Commitment</p> <ul style="list-style-type: none"> · Demonstrates a high level of involvement and responsibility within the industry 	<p>20 points</p>
<p>Vision and leadership</p> <ul style="list-style-type: none"> · Demonstrates a long-term strategic vision of the organization · Has the potential for long-term development and growth 	<p>20 points</p>

START-UP BUSINESS

Applications will be evaluated according to the following four (4) broad categories of criteria. A minimum score of 70% is required to be a finalist.

<p>Achievements</p> <ul style="list-style-type: none"> · The company's achievements have a significant impact on its development · Demonstrates potential for profitability and growth 	<p>20 points</p>
<p>Innovation</p> <ul style="list-style-type: none"> · The company stands out for its innovative character · The company implements new ideas to meet market needs · The company demonstrates originality in its practices (business management, development of new markets, potential partnerships, etc.) 	<p>30 points</p>
<p>Commitment</p> <ul style="list-style-type: none"> · The company plans social responsibility and sustainability development initiatives · Stands out for its level of involvement and responsibilities within the industry 	<p>20 points</p>
<p>Vision</p> <ul style="list-style-type: none"> · Demonstrates a long-term strategic vision of its organization · Has long-term development and growth potential · Has a promising business plan 	<p>30 points</p>

GROWING BUSINESS

Applications will be evaluated according to the following four (4) broad categories of criteria. A minimum score of 70% is required to be a finalist.

<p>Achievements</p> <ul style="list-style-type: none"> · The company has experienced significant growth: development of new markets, expansion of the range of products/services and/or workforce (employees). · The company demonstrates real benefits for Quebec (economic, visibility, etc.) 	<p>30 points</p>
<p>Innovation</p> <ul style="list-style-type: none"> · The company stands out for its innovative character · The company demonstrates originality in its management and practices · The company implements new ideas to meet market needs 	<p>30 points</p>
<p>Commitment</p> <ul style="list-style-type: none"> · The company integrates social responsibility and sustainable development initiatives · Stands out for its level of involvement and responsibilities within the industry 	<p>20 points</p>
<p>Vision</p> <ul style="list-style-type: none"> · The company has specific growth objectives and significant potential for success · The company demonstrates an ability to manage risks 	<p>20 points</p>

A BUSINESS TAKEOVER

Applications will be evaluated according to the following four (4) broad categories of criteria. A minimum score of 70% is required to be a finalist.

<p>Achievements</p> <ul style="list-style-type: none"> · The achievements of the company since acquisition have set it apart and ensured its development and growth · Leads and influences the strategic orientations of the company positively since the executive change 	<p>30 points</p>
<p>Innovation</p> <ul style="list-style-type: none"> · The company stands out for its innovative character · Implement new ideas to meet market needs · Demonstrates originality in the management of the company and its practices 	<p>30 points</p>
<p>Commitment</p> <ul style="list-style-type: none"> · The company integrates social responsibility and sustainable development initiatives · Stands out for its level of involvement in the industry 	<p>20 points</p>
<p>Vision and leadership</p> <ul style="list-style-type: none"> · Demonstrates a long-term strategic vision of his organization · Has facilitated executive change among its teams and stakeholders through its actions · Has a promising business plan 	<p>20 points</p>