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## PRIX RELÈVE ALIMENTAIRE QUÉBEC 2023 edition

Initia Foundation returns for a second edition with the *Relève Alimentaire Québec Award*, created to allow more companies in the sector to grow.

With this award program, Initia and its partner wish to recognize the commitment and innovative achievements as well as the success of companies and business people from Quebec's emerging food industry by supporting them in the development and growth of their 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





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## CATEGORIES

### INDIVIDUAL

#### YOUNG PROFESSIONNAL

A young professional who stands out for his/hers skills, achievements, ways of doing things and his/hers 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 a food organization and have been practising his/her profession for at least two (2) years in the same organization. He/she must be 35 and under of age.

#### PROCESSOR-FARMER ENTREPRENEUR

The prize 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.

The candidate company must have been in operation for less than 10 years.  
The products must currently be marketed.

### BUSINESS

#### START-UP BUSINESS

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

The candidate business must have been in operation for less than five (5) years.  
The company must have marketed at least one product for one year.

#### GROWING BUSINESS

The award will be given to a company that has a marked growth in its development, that innovates, stands out by its ways of doing things and which has significant potential for success.



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The candidate company must have been in operation for less than (10) 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, investments, economic benefits, positive social impact and visibility for the city and the province, etc.).

The company must have a turnover of 5 millions or less.

### 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 three (3) years or less.

### ALIMENTS DU QUÉBEC'S COUP DE COEUR

From all the applications received, Aliments du Québec will choose a favourite application who will be awarded a \$5,000 prize.

Please note that the Coup de coeur application may be a winner of one of the five categories, and therefore, she will be entitled to an additional grant.

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

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### 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. A person who has already won the Prix Relève Alimentaire Québec cannot reapply in the same category.



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5. 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.
  6. Each candidate consents to receive emails from the Initia Foundation concerning the Relève Alimentaire Québec Award and the Relève Initia Evening, where the announcement of the winners will take place.
  7. At the request of the jury, the finalist must provide an original or certified true copy documents attesting to the authenticity of diplomas, distinctions, or other achievements which he invokes. Failing this, the jury reserves the right to reject his application.
  8. The candidate must submit the application him/herself.
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#### **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. A company that has already won the Prix Relève Alimentaire Québec cannot reapply in the same category.
  5. 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.
  6. The person representing the candidate company agrees to receive emails from the Fondation Initia concerning the Prix Relève Alimentaire Québec and the Evening Relève Initia, where the announcement of the winners will take place.
  7. At the request of the jury, the finalist company must provide an original or certified copy conformity of documents attesting to the authenticity of diplomas, distinctions or other achievements it invokes. Failing this, the jury reserves the right to reject his application.
  8. The company's application must be submitted by its owner or management.
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## AWARDS

Each winner will be awarded a scholarship, 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
- NIQ

## YOUNG PROFESSIONAL

- \$10,000 scholarship
- 1 CTAQ ticket to the 2024 Marketing Event
- Participation in a board of directors of Initia in 2024

## PROCESSOR-FARMER ENTREPRENEUR

- \$10,000 scholarship
- CTAQ membership for 2024
- 1 CTAQ ticket to the 2024 Marketing Event
- Aliment du Québec membership for 2024
- Product Category data by NIQ
- 20 hours of support from the INAF innovation team
- Free access to the Initia mentoring program
- 3-hour bank for legal services from Lavery
- 10% discount on trademark protection services from Lavery

## START-UP BUSINESS

- \$10,000 scholarship
- CTAQ membership for 2024
- 1 CTAQ 2024 Marketing Event ticket
- Aliments du Québec membership for 2024
- 20 hours of support from the INAF innovation team
- Product category data by NIQ
- Free access to the Initia mentoring program
- 3-hour bank for legal services from Lavery
- 10% discount on trademark protection services from Lavery



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## GROWING BUSINESS

- \$10,000 scholarship
- CTAQ membership for 2024
- 1 CTAQ ticket to the 2024 Marketing Event
- Aliments du Québec membership for 2024
- 20 hours of support from the INAF innovation team
- Product category data by NIQ
- Free access to the Initia mentoring program
- 3-hour bank for legal services from Lavery
- 10% discount on trademark protection services from Lavery

## A BUSINESS TAKEOVER

- \$10,000 scholarship
- CTAQ membership for 2024
- 1 CTAQ ticket to the 2024 Marketing Event
- Aliments du Québec membership for 2024
- Product category data by NIQ
- Free access to the Initia mentoring program
- 3-hour bank for legal services from Lavery
- 10% discount on trademark protection services from Lavery

## 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
- Aliments du Québec membership 2024 (if the winner is a company)

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## 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.

The jury evaluates each application based on the information contained in the nomination form, the documents required by this form as well as the information collected following an investigation carried out, if necessary.



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Each member of the jury assigns, using the evaluation grid, a mark to each finalist in accordance with the assessed criteria.

The finalists' file, including the evaluation grids completed by the members of the jury, is given to the Initia Foundation for confidentiality purposes.

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.

In the event of a tie, the president of the jury will have an additional vote so that no more than 3 finalists be designated.

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.

There cannot be more than one winner per category. In the event of a tie, the president of the jury will have one additional vote so that only one winner is chosen.

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## 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.

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## ANNOUNCEMENT OF THE WINNERS

The winners of the Relève Alimentaire Québec Award will be announced at the Relève Initia Evening, on October 19<sup>th</sup>. Full details will follow shortly.

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## GENERAL RULES

1. 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.
2. 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.





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3. The jury reserves the right to reassign an application submitted in one category to another appropriate category.
4. The decisions of the jury are final.
5. 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.
6. The company or the participating person must sign the declaration pursuant to from which it releases the Initia Foundation and all the people, organizations and companies involved in the contest.
7. Candidates or companies may not at any time promote their application to the members of the jury.
8. Jury members may not communicate directly with any person or candidate company, except in cases where these rules allow it.
9. The organizers and the jury will treat all shared documents confidentially as part of this competition.

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## 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](mailto:bourses@initia.org) before August 11th 2023.
  - Only electronic transmissions will be accepted.
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## JURY

### **Sylvie Cloutier**

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

### **Jonathan Jobin**

Senior Director – Agrifood Investment | Investissement Québec

### **Patrick Leduc**

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

### **Marie-Claire Pelletier**

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

### **Isabelle Roy**

General manager | Aliments du Québec

### **Michel Sirois**

Associate Vice-President - Agri-Food Canada | Banque Nationale

### **Anne Scheffer**

Vice-Président, Strategy and growth | Poudre Noire

### **Louis Turcotte**

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

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## QUESTIONS

Please contact [bourses@initia.org](mailto:bourses@initia.org)

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## 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.

<b>Achievements</b> <ul style="list-style-type: none"> <li>• Is recognized for his/her professional skills, expertise and professional achievements</li> <li>• Manages projects / mandates that have a significant impact and generate concrete results for the organization</li> </ul>	30 points
<b>Innovation</b> <ul style="list-style-type: none"> <li>• Demonstrates creativity and innovation in his/her ways of doing things</li> <li>• Promotes change and social innovation</li> </ul>	20 points
<b>Commitment</b> <ul style="list-style-type: none"> <li>• Demonstrates a high level of involvement and responsibilities within the industry</li> <li>• Contributes to the advancement of his profession</li> </ul>	20 points
<b>Vision and leadership</b> <ul style="list-style-type: none"> <li>• Demonstrates a long-term vision of his/her professional development</li> <li>• Demonstrates an ability to direct, mobilize, guide and influence</li> </ul>	30 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><b>Achievements</b></p> <ul style="list-style-type: none"> <li>• The company's achievements have a significant impact on its development</li> <li>• Engaged in food processing to diversify its offer</li> <li>• Demonstrates potential for profitability and growth</li> </ul>	<p>30 points</p>
<p><b>Innovation</b></p> <ul style="list-style-type: none"> <li>• Demonstrates innovation and stands out in its sector</li> <li>• Demonstrates originality in the management of his/her business and his/her practice (human resources, animal and/or material, etc.)</li> <li>• Implement new ideas to meet market needs</li> </ul>	<p>30 points</p>
<p><b>Commitment</b></p> <ul style="list-style-type: none"> <li>• Integrates social responsibility and sustainability initiatives</li> <li>• Demonstrates a high level of involvement and responsibilities within the industry</li> </ul>	<p>20 points</p>
<p><b>Vision and leadership</b></p> <ul style="list-style-type: none"> <li>• Demonstrates a long-term strategic vision of the organization</li> <li>• Has a promising business plan for long-term growth</li> </ul>	<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><b>Achievements</b></p> <ul style="list-style-type: none"> <li>• The company's achievements have a significant impact on its development</li> <li>• Demonstrates potential for profitability and growth</li> </ul>	20 points
<p><b>Innovation</b></p> <ul style="list-style-type: none"> <li>• The company stands out for its innovative character</li> <li>• The company implements new ideas to meet market needs</li> <li>• The company demonstrates originality in the management and its practices</li> </ul>	30 points
<p><b>Commitment</b></p> <ul style="list-style-type: none"> <li>• The company integrates social responsibility and sustainability initiatives</li> <li>• Stands out for its level of involvement within the industry</li> </ul>	20 points
<p><b>Vision</b></p> <ul style="list-style-type: none"> <li>• Demonstrates a long-term strategic vision of its organization</li> <li>• Has a promising business plan for long-term growth</li> <li>• Demonstrates an ability to manage risks</li> </ul>	30 points

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

## 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><b>Achievements</b></p> <ul style="list-style-type: none"> <li>• The achievements of the company since the acquisition have set it apart and ensured its development and growth</li> <li>• Leads and influences the strategic orientations of the company positively since the executive change</li> <li>• Facilitated, through his actions, executive change with teams and stakeholders parties</li> </ul>	<p>30 points</p>
<p><b>Innovation</b></p> <ul style="list-style-type: none"> <li>• The company stands out for its innovative character</li> <li>• Implement new ideas to meet market needs</li> <li>• Demonstrates originality in its management and practices</li> </ul>	<p>30 points</p>
<p><b>Commitment</b></p> <ul style="list-style-type: none"> <li>• The company integrates social responsibility and sustainable development initiatives</li> <li>• Stands out for its level of involvement in the industry</li> </ul>	<p>20 points</p>
<p><b>Vision and leadership</b></p> <ul style="list-style-type: none"> <li>• The company has specific growth objectives and significant potential for success</li> <li>• The company demonstrates an ability to manage risks</li> </ul>	<p>20 points</p>