

2009 West Virginia Recipe Challenge Rules and Requirements:



Bringing Family Favorites to the Store

1. You must be a WV resident.
2. You must be at least 21 years of age as of June 1, 2009.
3. All registration forms must be completed, signed and received by **NOON, July 27, 2009**, to the State Fair of West Virginia. Please mail to WV Recipe Challenge, State Fair of West Virginia, PO Box 986 Lewisburg, WV 24901.
4. Each participant must complete the WV Recipe Challenge Registration Form(s) and include a registration fee of \$25. **Please make check payable to: State Fair of West Virginia.** No incomplete registrations will be considered.
5. Each participant will receive an exhibitor's letter and entry tag. The entry tag will be your admission to the Fair on Sunday, August 16, 2009, between 11:00 a.m. and 12:00 p.m. Please attach your entry tag to your product/dish prior to entering the fair. You will need to park in the free parking lot.
6. All products/dishes must be at the Food Tent (located between the Gus R. Douglass Annex and the West Virginia Building) by **12:00 p.m. on Sunday, August 16, 2009.**
7. Each product/dish must contain at least 8 ready to serve portions.
8. All products/dishes should be prepared at home and be presented in a sanitary manner. All products should be in a disposable container; no dishes will be returned the day of the contest. If product/dish is hot please bring in a microwavable container. Refrigeration will be available for cold products. A selection of Fiestaware dishes will be available for participants to use if desired.
9. Judging will begin at 12:00 p.m. and continue throughout the day. Winners will be announced upon completion of the competition at the Food Tent (located between the Gus R. Douglass Annex and the West Virginia Building).
10. Existing businesses must have been in business and selling their product for at least one (1) year and be able to provide five (5) references.
11. Products/Dishes will be judged by a panel of no fewer than three food industry professionals. The judges will evaluate a sample of each entry on a twenty (20) point scale for Presentation, Taste, and Originality, which will constitute 60% of that entry's score. The judges will also evaluate each entry's potential for commercialization and manufacturing, which will constitute 30% of that entry's score. Finally, the judges will evaluate the entry's product story (included on the registration form, and meeting with the judges the day of competition), which will constitute 10% of the score, for a total possible score of 100 points.
12. Participants must be available if selected as the winner to work with WV Recipe Challenge staff as needed to complete the program and use the prize of services valued at over \$10,000 for new entrepreneur and over \$2,000 for existing businesses.
13. Participants must, if selected as a winner, honor time schedule commitments as set by the WV Recipe Challenge Partners.
14. The winners must agree to participate in the 2009 WV Recipe Challenge at their own expense.
15. Winners will be required to sign a project agreement upon announcement of winners with the WV Recipe Challenge partners in order to be awarded the \$10,000 and \$2,000 worth of services.

16. Winners may also be required to serve as spokesperson for the 2010 WV Recipe Challenge.
17. WV Recipe Challenge partners reserve(s) the right to declare ineligible any person who the partners determine, in its sole discretion, is sufficiently connected with administration or judging, such that his or her participation could create the appearance of impropriety.
18. The decision of the judges is final.
19. Mail-in submissions will need to see the additional form titled "Rules & Requirements for Mail-In Submissions."
20. The following prizes will be awarded. There will be awarded one grand prize for the new entrepreneur competition valued at over \$10,000, and one grand prize for the existing business competition valued at over \$3,000. The prizes will include services and products from West Virginia State University Extension Service, West Virginia Department of Agriculture, Tamarack and the State Fair of West Virginia. The services and products are as follows:



New Entrepreneur Category:

West Virginia State University Extension Service:

- ✓ \$1,000 worth of food/ingredients to be used in preparing the product for market
- ✓ \$1,000 worth of packaging material for final product
- ✓ \$1,000 for rental of a commercial kitchen space
- ✓ Labeling/Graphics technical assistance valued at \$1,000
- ✓ Table-top signs valued at \$150

Opening Soon Inc.:

- ✓ 8 week business plan course @\$2,000
- ✓ 80 hours of one-on-one counseling @ \$25/hour

West Virginia Department of Agriculture:

- ✓ 30 hours of technical assistance @ \$60 per hour
- ✓ Nutritional facts panel analysis for database compatible product valued at \$1,200
- ✓ 5 rolls of West Virginia Grown labels valued at \$50

Tamarack:

- ✓ Access to Artisan Resource Center and assistance with marketing materials (website, brochures, etc.)
- ✓ Access to the programs of Tamarack and the Tamarack foundation
- ✓ Editorial featuring winner/winner's product in Tamarack newsletter
- ✓ One week featured display of winner's product for two months. (Upon Tamarack and WVDA product approval)

State Fair of West Virginia:

- ✓ Trophy
- ✓ State Fair of WV Ribbon
- ✓ Ticket to 2010 State Fair of WV
- ✓ Cookware-Value over \$1,600
- ✓ Editorial featuring winner/winner's product on State Fair of WV's website

Existing Business Category:

West Virginia State University Extension Service:

- ✓ Chance to jury for The National Association for the Specialty Food Trade- \$300
- ✓ Table-top signs valued at \$150

Opening Soon Inc.:

- ✓ 40 hours of one-on-one counseling @ \$25/hour

West Virginia Department of Agriculture:

- ✓ 10 hours of technical assistance @ \$60 per hour
- ✓ Nutritional facts panel analysis for database compatible product valued at \$1,200
- ✓ 5 rolls of West Virginia Grown labels valued at \$50

Tamarack:

- ✓ Access to Artisan Resource Center and assistance with marketing materials (website, brochures, etc.)
- ✓ Access to the programs of Tamarack and the Tamarack foundation
- ✓ Editorial featuring winner/winner's product in Tamarack newsletter
- ✓ One week featured display of winner's product for two months (Upon Tamarack and WVDA product approval)

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