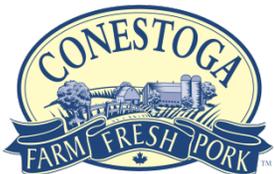


Ontario's Finest --- BUTCHER

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Proud Partners:



2018 OFFICIAL COMPETITION RULES

ELIGIBILITY:

Competitors must be an owner or employee of a member company¹ of the Ontario Independent Meat Processors Association (OIMP) with dues in good standing on the date of registering through to October 20, 2018, when the award will be presented.

Maximum two (2) competitors per member company. Non-members that wish to enter the competition may do so by joining the OIMP association prior to August 27, 2018.

Entrants must be available both September 10 and October 20 for competition rounds.

REGISTRATION:

With only 15 spots available, a **non-refundable** entry fee of \$175 +HST per entrant must be submitted with the completed registration form **by 4:30pm (EST) August 27, 2018**. Entries will be registered on date payment received. If for any reason the competition is cancelled the entry fee will be returned. **Substitutions will be accepted (for the elimination round only).**

A confirmation will be sent upon the closing of registration and participants will be provided with more detailed information on the competition.

ELIMINATION ROUND:

The first stage of the competition will take place on **Monday September 10** at Halenda's - The Meat Store, located at 2110 Dundas St East, Unit #2, Mississauga.

Each competitor will be given 30 minutes to break down a pork bone-in leg (rind on), bone-in shoulder butt, and bone-in loin.

Competitors must bring their own knives, tools and personal protective equipment. A saw will be available for use but shared with other competitors.

The degree of boning and the choice of retail cuts will be the competitor's choice. Judging in the elimination round is based on the **competitor's individual skills** and not against others. (See judging criteria on page 5.)

There will be up to 5 heats with 3 competitors cutting at the same time.

The three competitors moving on to the finals will be announced the following day.

¹ Business Members, Retail Associate Members, Associate and Affiliate Members

FINAL ROUND:

The top three butchers with the highest score from the elimination round will proceed to the finals to be held on **Saturday October 20, from 4:00 - 5:00pm**, at the at the Meating Place held at the Blue Mountain Collingwood.

The three finalists will have 30 minutes to transform their mystery protein(s) into appealing, creative, and properly merchandised consumer-ready products. Competitors will be required to create this display using the meat supplied, and merchandising aids, ingredients, and seasonings provided.

ONTARIO'S FINEST BUTCHER TITLE:

An individual can enter the competition as often as they would like however, can only win the title of Ontario's Finest Butcher a maximum three (3) times. The winning butcher may be asked to participate as a judge in future competitions assuming no conflict of interest.

WINNER RECOGNITION:

- a) Ontario's Finest Butcher and the member company (when applicable) will be presented with a personalized plaque at the Awards Gala on Saturday, October 21, 2018.
- b) Both the individual and the member company may use the Ontario's Finest Butcher title and logo.
- c) OIMP will promote the winner via:
 - A press release distributed province-wide to food, lifestyle, business, trade and agricultural media
 - A local release targeted directly to media in their region
 - Recognition on oimp.ca, OntarioMeatandPoultry.ca, BLOCKtalk
 - Social media announcements on Facebook and Twitter
- d) YouTube videos from the 2017, 2016, 2015 and 2014 competitions may be found at www.youtube.com/user/OntMeatPoultry.

The logo for Ontario's Finest Butcher features the text "Ontario's Finest" in a serif font above the word "BUTCHER" in a larger, bold, serif font. A red graphic element, resembling a knife blade or a stylized letter, is positioned between the two lines of text.

LIABILITY:

While the OIMP will be undertaking measures to ensure the safety of all competitors, OIMP does not assume any responsibility for the protection and safeguarding of any persons for health or any other reasons. Competitors will be required to sign a waiver.

ELIMINATION ROUND JUDGING CRITERIA:

A panel of esteemed judges will determine the top three butchers to move on to the final round. Judges will be evaluating the competitors for the degree of difficulty/efficiency and skill level in boning styles and finished product choices to maximize yield, profitability and presentation. Points will be awarded based on the following criteria:

a) Professionalism and Workmanship

Subjective observation by judges for technique and craft including:

1. Boning, trimming, cutting and tying skills
2. Efficiency and accuracy in the removal of bones
3. Efficiency and accuracy in the separation of sub-primal muscles
4. Trim qualities (including skinning and node removal)

b) Primal Cut Utilization

Subjective observation by judges for:

1. Merchandising creativity
2. Customer appeal
3. Product assortment
4. Overall use of the primal cut to produce consumer ready cuts

c) Value and Yield Optimization

Analysis of yield and profitability are computer generated.

1. Yield
2. Margin

**** Note trim will be calculated as a zero value.**

FINAL ROUND JUDGING CRITERIA:

In addition to being scored by a panel of esteemed judges; those attending The Meat Industry Expo will be given the opportunity to participate in voting.

The judges will award points based on:

Workmanship: Boning, trimming/waste, cutting and overall skills demonstration

Added value: Overall use of the raw materials to create a variety of products

Merchandising creativity: Product assortment, overall use of the pantry materials to produce consumer appealing products

Professionalism: The ability to convey to the judges and spectators, in a professional manner, the cuts, merchandising techniques and decisions that were made to create a visually appealing display.

PUBLICITY RELEASE:

By entering the Competition, and in consideration of being allowed to participate and possibly win the entrant:

- a) agrees to the Competition rules,
- b) agrees to the use, without compensation, of images of themselves (including any and all photographic images or recordings taken of them), name and city of business operation in all publicity campaigns, whether or not related to the Competition, including in all advertising, media material and on the OIMP websites, and
- c) gives and grants to OIMP and OIMP's respective licensees, agents, successors and assigns in perpetuity the right to reproduce, use, publish, broadcast, exhibit, distribute, transmit and/or otherwise exploit, as applicable, in all forms of advertising and promotion of OIMP's goods, services and/or business including in any and all media now or hereafter known including without limitation by means of newspaper advertising, magazine advertising, television advertising, direct mail advertising, video, electronic mediums including electronic networks such as the "Internet", merchandise, the following (the following being collectively referred to as the "Subject Matter"); photographs submitted or taken as part of the Competition, a description, biography and photo of the entrant and the company with which he/she is affiliated with and any photographs taken at any stage of the Competition and after the Competition (the copyright in all such photographs shall be and remain exclusively that of OIMP, and if any copyright is deemed to be assigned to OIMP pursuant to the paragraph then all moral rights relating to such works will be deemed to have been waived by the assignor).

OIMP PRIVACY POLICY:

Personal information about entrants collected in connection with this Competition is collected solely for the purpose of administering this Competition. No further informational or marketing communications not related to this Competition will be sent to the entrant unless the entrant has in some manner provided consent, as the case may be, with expressed permission to do so.

COMPETITION RULE CHANGES:

At the sole discretion of OIMP, and without any prior notice, these rules may be modified if, in the sole opinion of OIMP, it is necessary or desirable to ensure that the Competition is conducted fairly.



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