

INNOVATIVE BEEF PRODUCT COMPETITION

Location: MAMP Annual Convention
Sponsor: MAMP and MN Beef Council
Eligibility: Open to all 2017 MAMP members in good standing



Entry Categories

- A. Lean Ground Beef (Minimum of 85% lean)
- B. Processed Beef (jerky, sausage, brats, etc.)
- C. Steaks/Roasts (Other than from the Rib or Loin)

General Rules and Requirements (Apply to All Categories)

1. Submit two identical packages of each product entry (one for evaluation and one for display)
2. Entries can be any new and innovative, value-added beef item with emphasis on consumer acceptability.
3. Technologies can include, but are not limited to pre-cooking, pre-seasoning, tenderization, grinding, marinating, restructuring, ready-to-cook or eat, bundled meal concepts, novel packaging, etc.
4. Must be manufactured and packaged at the member's place of business.
5. Consumer-friendly - routinely and successfully prepared in 30 minutes or less.
6. Must include consumer preparation instructions, product name and ALL ingredients listed on package.
7. Entries must be packaged in marketable form as it would appear in meat case.
8. Must be marketable in a volume that will influence beef movement (suitable to today's family sizes and needs – i.e. two-person families, portion-appropriate or incorporate in a new way such as a breakfast item or ethnic flavor).
9. Identify cut(s) of beef in the product (under-utilized cuts are preferred).
10. List the suggested retail price of this product on the package.
11. Entries are limited to three per MAMP member. Separate entry fee required for each entry.
12. Registration required on product show form, fee same as product show.
13. Winning product does not count for MAMP Best of Show or Sweepstakes Awards.
14. A top entry will be selected from each category; a Best of Innovative Beef Winner will be selected from category winners.

Criteria:

		Points
Appearance	Considerations include visual appeal and workmanship in its cooked and raw form. External and internal appearance will be considered.	30
Edibility / Flavor	Includes flavor, tenderness, and consistent texture in the product. Consideration given to blending of flavors and/or spices.	40
Creativity/ Marketability	Includes the product's ability to influence the consumer to purchase; new item or new spin on traditional item; consumer appeal of packaging.	30
TOTAL		100

Awards:

- “Best of” Innovative Beef Award (best of three groups) \$250.00 cash, plaque and publicity.
- Plaques will be given to category winners in the following three categories: Ground Beef, Processed Beef and Steaks/Roasts.
- Two of the three category winners will also receive \$100 in cash prize.

Judges will be selected from the following: Meat Science Technologists, Food Service Professionals, Consumer Specialists, Beef Producers and/or the Minnesota Beef Council staff.

Funded by Minnesota's Beef Producers through the Beef Checkoff.

