

# PORK INNOVATION VALUE-ADDED PRODUCT COMPETITION



Sponsored by MAMP and Minnesota Pork Board.

Eligibility: Open to anyone who is a 2017 MAMP member in good standing.

## General Rules and Requirements:

1. Submit two packages of each product entry (one for evaluation and one for display).
2. Entries can be any new and innovative value-added pork item with emphasis on consumer acceptability.
3. Entries using underutilized cuts (shoulder, fresh ham, trim, etc) are encouraged.
4. Technologies can include, but are not limited to pre-cooking, pre-seasoning, marinating, restructuring, and ready to cook or eat, bundled meal concepts, etc. **No snack sticks please – bratwurst and sausages are ok.**
5. Entries must be manufactured at the member's place of business.
6. Today's consumer must be able to routinely and successfully prepare this product in 30 minutes or less (less is better).
7. Consumer preparation instructions, product name and ALL ingredients must be included on the package.
8. Entries must be packaged to show their marketable form, giving a visual sample of how the entrant would package the product. (This can be computer generated, hand drawn, cut and pasted, to show a reasonable replica).
9. The product must be marketable in a volume that will influence pork movement.
10. Identify cut(s) of pork in the product.
11. List the retail price of this product on the package.
12. Entries are limited to two per MAMP member. Entry fee required for each entry.
13. Registration required on product show form, fee same as product show items. Winning product does not count for Best of Show or Sweepstakes Awards

## Criteria:

- **Appearance** 300 Points External 200 Points and Internal 100 Points. Includes visual appearance and workmanship in its cooked/raw form.
- **Edibility / Flavor** 500 Points Desirable flavor and consistent texture are important attributes of the product.
- **Creativity / Marketability** 200 Points Is there effective use of raw materials and packaging and the product's ability to influence the consumer to purchase.

First Place \$450.00 cash, plaque and publicity.

Second Place \$300.00 cash, plaque and publicity.

Third Place \$150.00 cash, plaque and publicity.

Judges will be representatives from Minnesota Pork Board and/or pork industry representatives.

Funded by the Minnesota Pork Board