



## 2017 Guidebook

Annapolis Valley Chamber of Commerce  
Attn: Agriculture Innovation Accelerator Award  
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***Deadline: Completed applications are due in the AVCC offices by 5 p.m.  
August 31st, 2017.***

# AVCC's Agriculture Innovation Accelerator Award 2017 Guidebook and Application Form

## Introduction

The agriculture and agri-food sector has always been innovative in running their businesses, adapting practices and looking for partners to compete in the local, national and global economy.

To recognize and support this innovative spirit, the Annapolis Valley Chamber of Commerce created the **AVCC's Agriculture Innovation Accelerator Award**. This annual award program recognizes outstanding agriculture and agri-food related innovators including producers, processors, suppliers and organizations. The award is intended to help the successful applicant move their project forward to the next phase of development.

The award winner will receive a prize that will be estimated to be \$30,000 or more in total value, which will be a combination of cash and in-kind services, counseling and other contributions from the sponsors. (These services will include but not be limited to; business planning, legal, mentoring, advisory, etc.)

Award recipients will also receive use of the AVCC's Agriculture Innovation Accelerator Award word mark to support their marketing efforts.

The recipients of the 2017 awards will be recognized at events across the Annapolis Valley in 2017 / 2018.

## Objectives

The objectives of the AVCC's Agriculture Innovation Accelerator Award is to:

- recognize innovators in the agriculture and agri-food sector
- foster innovation in the agriculture and agri-food sector
- raise awareness about the importance of innovation in agriculture and its impact on the Annapolis Valley economy
- Provide assistance for innovators to be able to move their projects to the next level of development

## Eligibility Criteria

**You are eligible to apply under the program if you are developing an idea, process, product or service that will result in a benefit the agriculture economy in the Annapolis Valley.**

To qualify the individual, group or business must:

- be prepared to utilize the award to advance the development of innovation outlined in the application
- be prepared to make a 15 minute presentation at the awards presentation if they are selected as a finalist
- be prepared to attend promotional events during the year and make presentations on their project

Applicants must be in compliance with all applicable federal, provincial and municipal legislation that apply to the operation of the innovation.

**You are ineligible to apply for the program if you are:**

- A governmental organization
- A current member of the Agriculture Committee
- An employee of the AVCC

Only one application per applicant can be submitted in any one year.

Applicants must be willing to participate in interviews, site visits, photographs and video recordings at the discretion of the AVCC or selection committees.

The AVCC has the right to refuse an application where concerns have been identified with respect to compliance with regulatory legislation and requirements, undue influence and/or misleading and inaccurate information.

**Note to Applicants: Cheques will be made payable to the organization or person listed as the applicant on your application form.**

## Innovation areas may include:

Examples of innovations include but are not limited to:

- improvements in the equipment used in the agriculture and agri-food industry
- application of technology to the agriculture and agri-food industry
- new product development
- response to consumer demands (e.g. value added, marketing, strategic alliances, local food)
- environmental stewardship
- energy and bio-economy
- workplace health and safety
- food safety and traceability
- distribution of food
- education and marketing of the agriculture and food industry
- improved business management

## Application Process

Individuals, companies or organizations interested in participating must deliver to the AVCC offices a completed application either electronically or in hard copy **by 5 p.m. on August 31st, 2017**. The application can be requested from the AVCC offices or downloaded from AVCC web site.

**Please refer to the last page of the Application Form for options to submit your completed application.**

Please ensure that your application includes complete answers to all questions in the application form.

Applicants are strongly encouraged to include five photos supporting the innovation in electronic format, if available. Print copies will, however, be accepted.

This award includes a wide range of projects and phases of development. A single set of questions may not allow all applicants to fully explain their project. Applicants are invited to include any additional information, such as videos, projections or business plans, if they feel it strengthens their application. The panel may also request additional information from individual applicants.

## Selection Process

The following process will be used to select the AVCC's Agriculture Innovation Accelerator Award recipients:

- Applications will be received at AVCC
- An acknowledgement letter will be sent to each applicant
- Applications will be reviewed for eligibility and forwarded for consideration by an independent review panel established by the AVCC
- The panel will select the applications to be forwarded to judges for subsequent review
  - The panel may request additional information from an applicant before selecting finalists
- All finalists will provide a 15 minute presentation to the judges about their project.
  - Following the presentation, the panel will discuss the project with the applicant
- The judges will select the top applicants and the winner of the award
  - The other applicants will not be ranked

## Quarterly Meeting

The selected applicants will be required to make a 15 minute presentation at the quarterly meeting at the AVCC Quarterly Meeting held in December 2017. After the presentations, the winner will be announced.

## Assessment Criteria

The following criteria will be used to assess applications:

- **Uniqueness and Originality** - Refers to historical information of where the innovation originated and the uniqueness of design or style utilized to produce the innovation.
- **Impact or Benefit** - Refers to the economic and/or social benefit to Annapolis Valley's agriculture sector resulting from the innovation.
- **Resources** – Refers to the resources available to the applicant to further the development of the innovation in the application.
- **Benefit of the Award** – Refers to the ability of the award to significantly advance the development of the innovation in the application.

Additional consideration may be given to:

- **Development** - Refers to the extent to which the idea or concept has been thought through to completion. Consideration may be given to the stage of development i.e. emerging through to mature.
- **Adoption and/or Commercialization** - Refers to the degree of success (or potential for success) of adoption by other agri-food businesses or the commercialization and marketing of the innovation.
- **Broader Use** - The potential for use on a broader basis and be able to demonstrate the potential for having a positive effect on the agricultural industry.

## Awards and Supporting Companies and Organizations

Contributors to the award may contribute cash or services that would be relevant to the development of an innovations potential. The levels of sponsorship are:

- Platinum Sponsors - \$5,000 and over
- Gold Sponsors - \$3,000 and over
- Silver Sponsors - \$2,500 and over
- Bronze Sponsors - \$1,000 and over
- Supporter – Under \$1,000

The award winner will receive a prize that is estimated to have a value of \$30,000 or more in total value, which will be a combination of cash and in-kind services, counseling and other contributions from the sponsors. (These services will include but not be limited to; business planning, legal, mentoring, advisory, etc.)

## Prior Award Winners

### 2016 Winner – Taproot Fibre Lab

After two years of growing and testing processing techniques, we are developing the mechanization to process flax fibre in a cost efficient manner. We are passionate about investing in our rural community and achieving economic success through value-added products.

### 2015 Winner - Frostbyte Interactive Inc. (Aerhyve Division)

*"This award is an important stepping stone in our ability to create and retain high-value jobs in Nova Scotia."*

### 2014 - Hillcreek Family Farm

### 2013 - Harvest Hand New Media Communities

### For further information, contact:

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*Fostering Growth and Innovation in Annapolis Valley*