



Dairy Innovation Awards 2023

ENTRY GUIDELINES

ABOUT THE AWARDS

Dairy actors around the world have been actively engaged over the years in improving the farming and processing of milk and dairy foods.

The 2nd annual IDF Dairy Innovation Awards are designed to encourage and celebrate innovative practices across the dairy sector and their contribution to the [UN Sustainable Development Goals](#).

In the context of these awards, **innovation** is defined as a process or product that improves efficiency.

The awards will open for entries on 15 March and run until 1 June 2023.

Winners will be announced on 16 October in an awards ceremony at the [IDF World Dairy Summit](#) in Chicago, USA

AWARD CATEGORIES

- Innovation in sustainable farming practices
 - a) environment
 - b) animal care
 - c) socio-economic
- Innovation in sustainable processing
- Innovation in sustainable packaging
- Innovation in new product development with focus on food safety and consumer nutrition
- Innovation in women empowerment in the dairy sector
- Innovation in climate action
- Innovation in marketing & communication initiative building dairy category

Entrants may participate in multiple categories, as appropriate.

WHO CAN ENTER

Entry is open to IDF members as well as non-member individuals, including dairy farmers, dairy cooperatives, dairy processors and dairy research operators, as well service and equipment companies for the dairy sector.

BENEFITS OF ENTERING THE AWARDS

The IDF Dairy Innovation Awards demonstrate the engagement and dynamism of the dairy industry worldwide, offering a platform to showcase new innovators and their contribution to the UN Sustainable Development Goals.

The awards offer a great opportunity to:

- Gain recognition for your innovative and sustainable industry practices.
- Add credibility with buyers and investors, utilising your status as a finalist or winner.
- Receive international media attention, through the publication of finalists and winners through leading industry media.
- Help reinforce your position in the global dairy community.
- Build awareness of your operations, engaging consumers and other industry stakeholders.
- Share the news of your success with a dedicated announcement across the IDF's social media platforms.
- Receive a comprehensive communications kit complete with press release, a digital logo package, certificate, and a trophy for winners.
- Presentation of your shortlisted product in a special awards ceremony, attended by participants from the global dairy community at the IDF Dairy Summit in Chicago, USA on 16 October.

ENTRY COSTS

Entry to the awards is free for IDF members*.

Entry for non-members is €150 per category, or €90 with entry into multiple categories.

**IDF members: Please enter the promotional code shared by your National Committee Secretary on when completing your registration. If you have misplaced this booking code, please get in touch directly with your National Committee Secretary who will share this with you.*

ENTRY PROCESS

There are two stages to the entry process.

1. Simply click 'Enter Now', and select the categories and products you wish to enter and then fill out your personal details.

If you are an IDF member, please ensure you enter the promotional code shared by your National Committee Secretary.

If you are not an IDF member, a link for payment will be shared with you following completion of your entry form.

2. Once we have received your application, a member of the awards team will be in touch to share the entry questionnaire with you for completion and offer support with your submission.

For each category entry you will be required to:

- Complete an entry questionnaire, demonstrating why your innovation deserves to win in its category.
- Share two high-resolution product images.

FINALISTS ANNOUNCEMENT

Once all judges have submitted their feedback and scores, all points will be counted and verified. Entrants and finalists will be notified by the end of July.

WINNERS ANNOUNCEMENT

The winners will be announced in an awards ceremony at the [IDF World Dairy Summit](#) in Chicago, USA on 16 October 2023.

CONTACT

If you have a query about the awards, please get in touch

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CATEGORY ENTRY DETAILS

Innovation in sustainable farming practices (A) environment

This category is to recognise new/game changing ideas, concepts, methods or processes that improve sustainability and impact positively on the dairy sector.

In your entry, you will be asked to respond to the following questions:

- What is your innovation and why does it deserve to win in this category?
- How does this innovation improve efficiency or reduce cost, water, soil, energy use and emissions?
- How does your innovation contribute to national and industry programmes?
- Does this innovation have the potential to be applied to the wider industry?
- How does your innovation contribute to the [UN Sustainable Development Goals](#)? Specify which goal(s).
- How does this innovation contribute to increasing engagement with dairy farmers and milk/dairy foods?

Innovation in sustainable farming practices (B) animal care

This category is to recognise new/game changing ideas, concepts, methods or processes that improve sustainability and impact positively on the dairy sector.

In your entry, you will be asked to respond to the following questions:

- What is your innovation and why does it deserve to win in this category?
- How does this innovation improve animal health and welfare?
- How does your innovation contribute to the [UN Sustainable Development Goals](#)? Specify which goal(s).
- How does this innovation contribute to increasing engagement with dairy farmers and milk/dairy foods?

Innovation in sustainable farming practices (C) socio-economic

This category is to recognise new/game changing ideas, concepts, methods or processes that improve sustainability and impact positively on the dairy sector.

In your entry, you will be asked to respond to the following questions:

- What is your innovation and why does it deserve to win in this category?
- How does this innovation improve efficiency or livelihood, or how does it have a positive impact on the community?
- How does your innovation contribute to the [UN Sustainable Development Goals](#)? Specify which goal(s).
- How does this innovation contribute to increasing engagement with dairy farmers and milk/dairy foods?

Innovation in sustainable processing:

This category is to recognise new/game changing ideas, concepts, methods, processes that improve sustainability and impact positively on the dairy sector. The innovation can be on any aspects of sustainability: environment, socio-economic, animal health & wellness or nutrition & health.

In your entry, you will be asked to respond to the following questions:

- What is your innovation and why does it deserve to win in this category?
- How does this innovation improve efficiency or reduce cost, water, energy use and emissions?
- How does your innovation contribute to national and industry programmes?
- How does your innovation contribute to the [UN Sustainable Development Goals](#)?
- Does this innovation have the potential to be applied to the wider industry?
- How does this innovation contribute to increasing engagement with dairy industry?

Innovation in sustainable packaging

This category is to recognise new/game changing ideas in packaging design and production to minimise environmental impact

In your entry, you will be asked to respond to the following questions:

- What is your innovation and why does it deserve to win in this category?
- To what extent does your innovation save on materials, reduce emissions, improve consumer experience, extend product shelf life, simplify storage and distribution, contribute to recycling or the use of recycled content?
- Does this innovation have the potential to be applied to the wider industry?
- How does your innovation contribute to the [UN Sustainable Development Goals](#)?

Innovation in new product development with focus on food safety and consumer nutrition

This category is to recognise the development of new products with a focus on food safety and consumer nutrition – an essential area of the IDF's programme of work

In your entry, you will be asked to respond to the following questions:

- What is your innovation in new product development?
- How does your new product development contribute to food safety?
- How does your new product development contribute to consumer nutrition?
- In what ways did you incorporate these objectives in the development process?
- How have you measured the impact of your new product development on food safety and consumer nutrition?
- What scientific assessments were utilised to ensure this?

Innovation in women empowerment in the dairy sector

This category is to highlight female leadership in the dairy value chain, through the development of specific initiatives and programmes designed to support this

In your entry, you will be asked to respond to the following questions:

- What specific initiatives or programmes has your organisation developed to enhance female leadership and the empowerment of women within the dairy sector?
- In what ways have these initiatives or programmes contributed to women empowerment in the dairy sector and female leadership?
- Can you provide metrics or key performance indicators (KPIs) to illustrate the impact of such measures?

Innovation in climate action

This category is in line with the sector engagement with the Pathways to Dairy Net Zero Initiative and is to recognise concrete practices that help to meet the initiative's goals.

In your entry, you will be asked to respond to the following questions:

- What is your innovation and why does it deserve to win in this category?
- How does this innovation improve operational efficiency, reduce green-house-gas emissions and/or contribute to improving the overall environment?
- How does your innovation contribute to national and industry targets and programmes?

Note: This innovation could be either in dairy production or in processing.

Innovation in marketing & communication initiative building dairy category

This category seeks to award value generation for the dairy category through specific marketing and communication strategies and campaigns

In your entry, you will be asked to respond to the following questions:

- What recent marketing and communication strategy or campaign have you recently launched to promote the dairy category?
- What were its main objectives?
- What channels did you utilise to ensure visibility and reach?
- What were the highlights of this strategy or campaign?
- How effective has your strategy or campaign been in adding value? Please share metrics or key performance indicators to illustrate this