



Alberta Food *for* Health Awards
a Premier's Award

Frequently Asked Questions

General

1. What is required in my submission package?

The submission package must include:

- a signed and completed application form
- for the researcher award only - a resume of the lead researcher.

2. How much does it cost to enter?

There is no registration fee required to enter the Alberta Food for Health Awards program.

3. Where can I get more information?

Award application forms and more details are available at **AlbertaFoodforHealthAwards.com**.

If you would like assistance with the submission process, please contact the appropriate Business Development Specialists. A complete list can be found at: www1.agric.gov.ab.ca/general/progserv.nsf/all/pgmsrv384

To confirm that your submission has been received, email food.awards@gov.ab.ca or phone 780-643-1611

4. If I make a submission on behalf of my company, who gets the cash award – my company or myself?

The prize money will be released to the company or academic institution that has been identified on the application form.

5. I am not prepared to apply this year, is there assistance (including financial assistance) for research or product and market development for next year?

Yes, please see the following websites for further information:

1. *Growing Forward:*

growingforward.alberta.ca/growingforward/index.html

Look under Agri-Business and Product Development

2. *Business Development Specialists*

www1.agric.gov.ab.ca/general/progserv.nsf/all/pgmsrv384

3 *Alberta Innovation Voucher Pilot Program:*

aet.alberta.ca/technology/support/vouchers.aspx

Food Product Award Categories

1. Does my company qualify to enter the awards?

The awards are open to all food processors and producers. Eligible food products must contain Alberta ingredients and have been processed in Alberta. The food product must also meet all the nutrient indicators for either the Choose Most Often or Choose Sometimes categories as defined in the nutrition criteria found at www.AlbertaFoodforHealthAwards.com.

2. Can a food product be submitted more than once, for example into different categories?

No, products can only be entered into one category and there will be only one winner per category. Different flavours are considered line extensions and only one flavour of a single product will be accepted. Only one submission is allowed per company.

3. Do I require a Nutrition Fact table on my product to enter the awards program?

Yes, you must have a nutrition fact table on your food label. You will also be asked to provide a picture of the food product and a sample package which includes the food label. Consumer-ready package samples will only be accepted.

4. I do not have a food label right now, where can I go to get help to create one?

Health Canada has created a website where critical information needed to create a Nutrition Fact table for food product labels is available. See the following websites:

hc-sc.gc.ca/fn-an/label-etiquet/nutrition/reg/guide-nutri_val_tc-tm-eng.php

Guide to Food Labeling and Advertising
inspection.gc.ca/english/fssa/labeti/guide/toce.shtml

Nutrition Labeling, Nutrition Claims and Health Claims
inspection.gc.ca/english/fssa/labeti/nutrition-pagee.shtml

Product of Canada Labeling
inspection.gc.ca/english/fssa/labeti/prodcan/prodcane.shtml

General Information on Product and Sectors that are federally regulated
inspection.gc.ca/english/fssa/fssae.shtml

5. How many samples are required to be sent with my application?

No samples should be sent with the initial submission. Applicants will be asked to submit a number of samples at a later date for taste testing. This will only occur if the application passes the initial screening. This screening evaluates whether the item meets the nutrition criteria, as well as whether packaging and labeling comply with all regulations.

Details for sample submission will be forwarded to applicants two weeks prior to the day of judging.. It is expected that the costs incurred in providing samples be covered by the applicants. The cost to return any unused samples, if this is indicated by the applicant, will be born by the applicant.

6. My company is going to launch a healthy new product, but it might not be available for another 4 – 6 months. Can I still apply for this year?

All food products entered for an award must be commercially available in Alberta by January 1, 2011.

7. My company has a great new food product that could be sold in a vending machine. We have not been able to sell through vending companies but have been selling the product at a retail outlet. Can we still apply in the vending category?

No, the food products entered for an award must be commercially available in vending machines in Alberta by January 1, 2011.

8. I'm not sure if my food product meets the Nutrition Criteria? Where can I get additional assistance to better understand the guidelines?

Nutrition criteria for the food product awards have been based on the *Alberta Nutrition Guidelines for Children and Youth: A Childcare, School and Recreation/Community Centre Resource Manual*. A resource tool has been created to aid the food industry to interpret the nutrition criteria of the Choose Most Often and Choose Sometimes categories. Please visit www.AlbertaFoodforHealthAwards.com for a copy of the nutrition criteria or contact Annette Anderwald / Registered Dietitian for assistance at 780-644-2404 or e-mail annette.anderwald@gov.ab.ca.

9 The Alberta Nutrition Guidelines are for Children and Youth. What about adults?

The guidelines were designed specifically for children; however, the nutrition criteria for each food category are also applicable for adults. Adults simply require a different number of servings per day of most foods as compared with children as identified in *Eating Well with Canada's Food Guide*.

10. What size should a serving be for my food product?

Wherever possible the serving size is encouraged to reflect the serving size outlined in *Eating Well with Canada's Food Guide*. For food products that are not identified within *Eating Well with Canada's Food Guide*, the serving size identified in the Canadian Nutrient File posted on the Health Canada website at www.hc-sc.gc.ca will be used for evaluation.

All food product labels will be evaluated against one serving from *Eating Well with Canada's Food Guide* to ensure the food product meets the nutrition criteria.

11. My product is targeted to adults – can I still apply to this award program?

Yes, as long as the product meets the nutrition criteria, contains Alberta ingredients and has been processed in Alberta, the product can be submitted.

12. I make a healthy jam. Can that be submitted for an award?

No, condiments are not eligible to be submitted for any of the food product awards.

Research Award Category

1. Does my or research team qualify to enter the awards?

The researcher award is open to all Alberta-based research projects that focus on the relationship between food and human health. This can include any research on the continuum from basic research to commercialization and including clinical research.

2. What phase of research should my research be to be able to apply for the awards?

Research that is being submitted must be completed or at a commercialization or clinical research phase in order to apply for the awards.

3. I am a researcher employed by a food company, can I apply as an individual or do I have to apply under the company?

If the company has funded the research, then the work must be submitted under the company and you must have been given the authority to sign on behalf of the company, academic institution or research organization.