



## Bord Bia Schools Competition 2018

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### LISTOWEL FOOD FAIR. November 8<sup>th</sup> - 11<sup>th</sup> 2018.

Dear Teacher,

Listowel Food Fair is Ireland's longest running Food Fair and is now celebrating its 24<sup>th</sup> year in existence. We invite you to be part of this year's festival and join us in Listowel for what promises to be another great event.

In conjunction with **Bord Bia** we have compiled our annual competition for secondary school students. At the 2017 Food Fair we launched our first **Food Academy** for schools which was very successful. So once again this year our winners of the **Bord Bia Schools Competition** will be presented with their awards at the **FOOD ACADEMY on Fri.9<sup>TH</sup> November.**

This year we are also asking Junior and Senior cycle students to focus their research on the **Bord Bia** Quality Mark and to look at ways of targeting Irish people to buy more Quality Assured products.

#### Competition Criteria for students

1. Students must select **one** of the topics as their project.
2. Students will be required to research the role of **BORD BIA** and provide an informative account of the **Quality Mark**.
3. Projects should include easy to follow recipes incorporating the foods selected into a Menu.
4. The recipes should include locally sourced foods recognized by the Bord Bia Quality Mark.
5. We want students to give a comprehensive account of the topic selected keeping in mind that the following areas should be addressed in both Junior and Senior Categories where applicable :availability Quality Assured products locally and nationally, storage, cooking, Sample recipes (2) ,nutritive value, advice when purchasing and marketing .

### **Junior Cycle ,1st & 2nd Year Students Topics**

1. **Meat and Dairy** are important in the Irish diet. Help **Bord Bia** to increase the consumption of these protein foods in teenagers diets with a creative and informative presentation.
2. The **Bord Bia Quality Mark** is displayed on **POULTRY** products , investigate and present your findings on the importance of **POULTRY** in the Irish diet.
3. Create a promotional campaign for **Board Bia** to promote an Irish food of your choice which contains the **Bord Bia Quality Mark**.

### **Senior Cycle ,Transition & 5th Year students Topics**

1. The **Bord Bia Quality Mark** is found on a wide range of foods .What is the perception of the **Quality Mark** among Irish Consumers and how can it be further enhanced to increase consumption of **Quality Assured Products**
2. Design/ create a **Bord Bia** information Newsletter on either **Meat ,Dairy** or **Poultry** which will focus on increasing awareness of the **Bord Bia Quality Mark** .
3. What is the relevance of the **Bord Bia Quality Mark** when purchasing Meat - carry out research/survey in your local shops, butchers, restaurants and amongst consumers in your locality on their understanding of the **Bord Bia Quality Mark**.

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**VERY IMPORTANT: Teachers, please stress to students that they must tick all the boxes with regards to addressing the criteria outlined. Some very good projects were disqualified previously as they had missed out on some of the necessary content.**

**Submissions may be presented in any of the following formats : Video , Power Point , Folder or a Visual Display.**

**Projects will be awarded marks for:**

1. Adequate research on **PROTEIN** foods which display **Bord Bia** Quality Assurance
2. Understanding of the **QUALITY MARK** and highlighting which products locally carry the Quality Mark
3. Devise a user friendly **MENU** incorporating the foods researched. This recipe can be anything suitable for **BREAKFAST, LUNCH, DINNER** or a special **FAMILY EVENT**
4. Consideration of **nutritional value, taste and practicality** of recipes will be taken into account.
5. Compliance with competition rules

## COMPETITION RULES

Closing date: - all entries to be submitted to:

Mairead Moriarty /Home Economist  
c/o Listowel Arms Hotel, Listowel , Co.Kerry .  
No later than **Friday 19<sup>th</sup> October 2018**

All enquiries : Mairead Moriarty [moriartymairead@hotmail.com](mailto:moriartymairead@hotmail.com)

Mob. 0879929968

Failure to include foods displaying the Bord Bia Quality Mark will result in disqualification.

Information on the Bord Bia Quality Mark is available at [www.bordbia.ie](http://www.bordbia.ie)

Maximum Number of Students per project is 3

## RESULTS OF THE COMPETITION

- There will be four finalists, two from each category
- The winning group will be informed through their Home Economics Teacher
- Prizes will be presented at the Listowel Food Fair Food Academy , in the Listowel Community Centre and Sports Centre on Friday 9<sup>th</sup> November 2018
- Award winners winning projects/presentations will be on display at this event.

## PRIZES FOR THE WINNING GROUPS

### First Prize (Junior Category)

Winning group/individual will receive a €100 An Post voucher & Certificate.

Winning school is awarded a prize fund of €100

Teacher of the winning group will receive €100.

### Second Prize (Junior Category)

Winning group/individual will receive a €50 An Post voucher & Certificate.

Winning school is awarded a prize fund of €50

Teacher of the winning group will receive €50.

### First Prize (Senior Category)

Winning group/individual will receive a €150 An Post voucher & Certificate.

Winning school is awarded a prize fund of €100

Teacher of the winning group will receive €100

### Second Prize (Senior Category)

Winning group/individual will receive a €100 An Post voucher & Certificate.

Winning school is awarded a prize fund of €50

Teacher of the winning group will receive €50

The Submissions of the winning groups will be published on the Listowel Food Fair website and on our face book page and will be on display during Listowel Food Fair 2018. Photos from 2017 can be viewed at [www.listowelfoodfair.ie](http://www.listowelfoodfair.ie). Please be aware that projects will only be returned if advised when submitted and they must be collected from a designated location.