

THE RECIPE FOR SUCCESS CHALLENGE - OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. MAKING A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. PROMOTION DESCRIPTION:

Dig up your best farm fresh recipe based on Ontario ingredients grown by you or someone nearby. The dish can be breakfast, lunch or dinner, or even an appetizer or dessert.

Prepare your dish and take a great photo of the finished product. Post your picture onto twitter, tag #RecipeforSuccessChallenge in the photo along with a caption that finishes this sentence: "The key ingredient to my farm's success is...".

Ensure the hashtag #RecipeforSuccessChallenge is spelled correctly so we can find your entry!

If you are not on Twitter, simply complete the registration form with your recipe and send that plus your photos to be entered. Email the form to Jonah Saunders:

coop@takeanewapproach.ca

We will be accepting submissions for THE RECIPE FOR SUCCESS CHALLENGE until October 1st 2018, we will shortly then send out the finalists for voting which will close on October 12th and the winner will be announced by October 24th. We will contact the winners by either email or on twitter, depending on their submission.

The Agri-Food Management Institute (AMI) is administering this contest. By participating in the contest, each Entrant unconditionally accepts and agrees to comply with and abide by these Official Rules and the decisions of The Agri-Food Management Institute (AMI), which shall be final and binding in all respects. The Agri-Food Management Institute (AMI) is responsible for the collection, submission or processing of Entries and the overall administration of the contest. Entrants should look solely to The Agri-Food Management Institute (AMI) with any questions, comments or problems related to the contest. The Agri-Food Management Institute (AMI) may be reached by email at coop@takeanewapproach.ca during the Promotion Period.

2. ELIGIBILITY: Open to anyone in fruit and vegetable growing, grain farming and direct farm marketing who satisfies our criteria for enrolment into AFMP. Specifically farm business owners or managers with a solid understanding of their farm's financial results, with experience in and responsibility for financial decision-making. You do not have to be enrolled in AFMP when you submit your recipe, but we will only be choosing one recipe to win free tuition. The Agri-Food Management Institute (AMI), and their respective parents, subsidiaries, affiliates, distributors, retailers, sales representatives, advertising and promotion agencies and each of their respective officers, directors and employees (the "Promotion Entities"), are ineligible to enter the contest or win a prize. Household Members and Immediate Family Members of such individuals are also not eligible to enter or win. "Household Members" shall mean those people who share the

same residence at least three months a year. "Immediate Family Members" shall mean parents, step-parents, legal guardians, children, step-children, siblings, step-siblings, or spouses. This contest is subject to all applicable federal, provincial and local laws and regulations and is void where prohibited or restricted by law.

3. PRIZES:

Grand Prize: Free tuition to AFMP this winter and the "Featured Recipe" spot in our e-cookbook. This prize cannot be exchanged for cash or its monetary value.

2nd to 12th place: A business management bundle full of additional resources to help your farm business succeed and a "Finalist" spot in our e-cookbook

Only one grand prize per person and per household will be awarded. The Agri-Food Management Institute (AMI) reserves the right in its sole and absolute discretion to award a substitute prize of equal or greater value if a prize described in these Official Rules is unavailable or cannot be awarded, in whole or in part, for any reason.

This contest is open to legal residents of Ontario and Prize will only be awarded and/or delivered to addresses within said locations. All federal, provincial and/or local taxes, fees, and surcharges are the sole responsibility of the prize winner. Failure to comply with the Official Rules will result in forfeiture of the prize.

4. HOW TO ENTER: Tweet your recipe and photo with the hashtag #RecipeForSuccessChallenge to enter into the contest also, same restrictions apply. Alternatively, email your submissions to coop@takeanewapproach.ca for entry. Automated or robotic Entries submitted by individuals or organizations will be disqualified. Any attempt by Entrant to obtain more than the stated number of Entries by using multiple/different email addresses, identities, registrations, logins or any other methods, including, but not limited to, commercial contest subscription notification and/or entering services, will void Entrant's Entries and that Entrant may be disqualified. Final eligibility for the award of any prize is subject to eligibility verification as set forth below. All Entries must be posted by the end of the Promotion Period in order to participate.

5. WINNER SELECTION: The top 12 recipes will be selected by the AMI Judging Panel based on this criteria:

Judging in this round will be points based and points will be awarded for the following categories:

- 34% Appeal of the recipe
- 33% Locality of the recipe
- 33% Originality of the recipe

The top 12 submissions will be shared via email, twitter and on our website where a voting link

Appeal	Not at all Appealing			Moderately Appealing				Very Appealing			Total
	1	2	3	4	5	6	7	8	9	10	
Locality	No Local Ingredients			Some Local Ingredients Used				Only Local Ingredients			
	1	2	3	4	5	6	7	8	9	10	
Originality	Not Original			Somewhat Original				Very Original			
	1	2	3	4	5	6	7	8	9	10	
Total											

will be available. The recipe with the most votes wins.

6. PRIVACY: By entering the contest, you grant The Agri-Food Management Institute (AMI) permission to share your personally identifiable information with the other contest Entities for the purpose of administration and prize fulfillment, including use in a publicly available Winners list. The Agri-Food Management Institute (AMI) also is granted permission to use any photos provided in the contest.

Participants agree to and understand that Entries will be made available to the public, including without limitation, posting on the Internet. Whether or not Entries are published on the Internet, Sponsor does not covenant or guarantee any confidentiality with respect to any Entry.

7. LIMITATION OF LIABILITY: The Agri-Food Management Institute (AMI) assumes no responsibility or liability for (a) any incorrect or inaccurate entry information, or for any faulty or failed electronic data transmissions; (b) any unauthorized access to, or theft, destruction or alteration of entries at any point in the operation of this contest; (c) any technical malfunction, failure, error, omission, interruption, deletion, defect, delay in operation or communications line failure, regardless of cause, with regard to any equipment, systems, networks, lines, satellites, servers, camera, computers or providers utilized in any aspect of the operation of the contest; (d) inaccessibility or unavailability of any network or wireless service, the Internet or website or any combination thereof; (e) suspended or discontinued Internet, wireless or landline phone service; or (f) any injury or damage to participant's or to any other person's computer or mobile device which may be related to or resulting from any attempt to participate in the contest or download of any materials in the contest.

If, for any reason, the contest is not capable of running as planned for reasons which may include without limitation, infection by computer virus, tampering, unauthorized intervention, fraud, technical failures, or any other causes which may corrupt or affect the administration, security, fairness, integrity or proper conduct of this contest, The Agri-Food Management Institute (AMI) reserves the right at its sole discretion to cancel, terminate, modify or suspend the contest in whole or in part. In such event, The Agri-Food Management Institute (AMI) shall immediately suspend all drawings and prize awards, and AMI reserves the right to award any remaining prizes in a manner deemed

fair and equitable by The Agri-Food Management Institute (AMI). The Agri-Food Management Institute (AMI) and Released Parties shall not have any further liability to any participant in connection with the contest.

In the event that the Grand Prize program of the winner's choice does not proceed for reasons such as lack of enrolment, the Grand Prize winner shall be awarded a bursary to support an alternative learning opportunity of equal value. This learning opportunity must feature farm business management as the core of its programming. Applicants will be contacted by AMI in such an event.