



# National Dairy Innovation Awards

Science, Technology, Engineering,  
Sustainability & Best Start-up



**2022 AXA National Dairy  
Innovation Award  
Overall Winner & Science GOLD**

## **DSM**

with a feed supplement that reduces enteric methane emissions in ruminants, contributing to a significant and immediate reduction of the environmental footprint of dairy products.

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## HOW TO APPLY

The awards reward a new product or service, which has been launched in the past 12 months, that has revolutionised some aspect of dairy farming.

As well as an overall winner, there are awards in four individual categories – **scientific, technology, engineering, sustainability and best start-up.**

The finalists of the awards will be showcased during the National Dairy Show, the 13<sup>th</sup> and 14<sup>th</sup> of October 2023.

To complete the application process please forward us the following:

1. Name of product / service you wish to enter
2. 100 words about the product / service
3. Attach any leaflet / brochure to support your entry (if available)
4. Please attach a High Resolution Image
5. Please send a Video Link if available
6. Please state the Relevant Award Category for entry
7. Finally state if you qualify as a Start Up

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## TIMELINE

Entries close on 6<sup>th</sup> October 2023

National Dairy Innovation Award Press Feature – October 10<sup>th</sup> – 12<sup>th</sup>

Finalist National Dairy Innovation Award Judging – October 13<sup>th</sup>

Judging – from 2pm Presentation – between 4.30pm – 6.30pm

Finalist National Dairy Innovation Award Presentation – 8.30pm

## JUDGING SCORING SYSTEM

Innovatory aspects of the product / service in relation to dairy farming	50%
Practicality of product / service in assisting with common dairy farming chores/problems	25%
Presentation of product / service	9%
Availability and ability of attendant staff to present, explain and answer questions	8%
Product / service promotes sound agricultural practice or technique in any aspect of dairy farming	8%

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## **OUTLINE RULES FOR THE NATIONAL DAIRY INNOVATION AWARD**

All entered Products/Services must have relevance to the dairy farming industry.

All entered Products/Services must have been launched on the Irish market within 12 months prior to Show date unless eligible to enter in the start-up category or other reason deemed acceptable by awards

Start Up must be in the first year of trading or still in the development phase

All entered Products/Services must be presented at the National Dairy Show

All entries for the Awards must be entered before 6<sup>th</sup> October 2023

All exhibitors must be in accordance with the National Dairy Show trade exhibitor terms and regulations

Category selections of organisers are final. The judges' decision is final and cannot be contested. The Show Committee reserves the right to refuse any entries without explanation.

The organising committee takes no responsibility for any wrong information in any publication regarding the entries into the Awards.

Submission of an entry is taken as acceptance of these rules.

*\* Due to GDPR and judges' own criteria, full score results have never been made public, however on request an entries overall score in 2023 will be made available*

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