

# NATIONAL DAIRY SHOW INNOVATION AWARDS

2023 AXA National Dairy Innovation  
Award – Overall Winner & Gold in  
Science Category – Ozolea with  
“Ozolea Mast”

[www.nationaldairyshow.com](http://www.nationaldairyshow.com)



**National  
Dairy  
Show**



# How to apply

- The awards reward a new product or service, which has been launched in the past 12 months, having revolutionised some aspect of dairy farming
  - The awards will recognise an **overall winner**, and an **overall sustainability winner** but there will also be awards in four individual categories – **scientific, technology, engineering, and best start-up**.
  - The finalists of the award will be showcased during the National Dairy Show, the 11<sup>th</sup> and 12<sup>th</sup> of October 2024
  - To complete the application process please forward the following to James Bourke [jamesbourke1995@gmail.com](mailto:jamesbourke1995@gmail.com)
1. Name or 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 attached 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



## Timeline

Entries close - 4<sup>th</sup> of October

National Dairy Innovation Award Press Feature – 8<sup>th</sup> – 10<sup>th</sup> of October

Finalist National Dairy Innovation Award Judging – October 11<sup>th</sup>

Judging – from 2pm – 6pm

Presentation – at 8pm

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 issues	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%



## Outline Rules for the National Dairy Innovation Award

All entered products or 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 the 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 exhibiting as a trade stand or a sponsor at the National Dairy Show

All entries for awards must be entered before 4<sup>th</sup> of October 2024.

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

Category selections of organisers are *final*. The judge's decision is final and cannot be contested. The show committee reserve the right to refuse any entries without explanation.

The organising committee takes no responsibility for any wrong information in any publications 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 will never be made public, however on request an entries overall score in 2024 will be made available*