



## TERMS & CONDITIONS

### BEST OF ORGANIC MARKET AWARDS 2021

- Deadline for ALL entries is midnight on **Monday 1<sup>st</sup> March 2021** (apart from The Nation's Favourite Organic Product Award and the Organic Ambassador Award which closes on Monday 31<sup>st</sup> May 2021).
- Each category will be judged by an independent panel of judges overseen by the Soil Association Executive Judging Committee.
- The judges' decision is final. All decisions will be overseen by the Executive Judging Committee with special cases and contested decisions discussed and resolved in this forum. The Executive Judging Committee will have the final say on the finalists and winners. The Executive Judging Committee members are:
  - Steve Ashworth, Associate Director, Smith & Williamson
  - Clare McDermott, Business Development Director, Soil Association Certification
  - Liz Bowles, Head of Farming, Soil Association
  - Finn Cottle, Trade Development Consultant, Soil Association Certification
  - Aine Morris, Founder, Food Union Media

#### ENTRY FEES

- All entries must be made online at <https://boom.awardsplatform.com/>
- Cost of entry per category:
  - FREE entry for smaller clients of Soil Association Certification (organic sales turnover under £250K and limited to 2 free entries)
  - £60 per entry for products/ businesses certified by Soil Association Certification
  - £120 per entry for products/ businesses certified by another certification body
- Multiple product entries are welcome and promotional pricing is offered:
  - 25% off 4<sup>th</sup> and 5<sup>th</sup> entries
  - 50% off 6<sup>th</sup> 7<sup>th</sup> and 8<sup>th</sup> entries or more.
- Payment must be made at time of entry via the online entry form.

- Contact details for entrants experiencing any difficulties:  
[boom@soilassociation.org](mailto:boom@soilassociation.org), tel: 0117 914 2440.

## REFUND POLICY

- No refunds can be made for entries cancelled or retracted.
- It will not be possible to accept any entry that does not meet the eligibility criteria, in the event of a product, business or initiative not meeting the eligibility criteria, no monies can be refunded.
- It will not be possible to accept any product entries that do not meet the delivery specification requirements for judging. In the event of a product not meeting the delivery deadline, no monies can be refunded.
- In the event that the judging of a particular category is cancelled and there isn't a suitable alternative category, a refund can be issued.

## GENERAL TERMS

- The organisers reserve the right to place entries in whichever category they feel appropriate.
- The organisers reserve the right to add or remove sub-categories from within a main category if they feel appropriate.
- The organisers reserve the right to withhold an award in any category if, in the judges' opinion, no product reaches the necessary standard.
- The organisers reserve the right to withdraw an award at any time if, in their opinion, the actions of the recipient or nature of the winning product threatens the integrity of the Soil Association BOOM Awards.
- 3 finalists are selected for each category and 1 winner. Where there are subcategories, 3 finalists and 1 winner will be selected for each subcategory and then 1 overall winner (from the winners of the subcategories) is then selected as the main category winner.

## ORGANIC CERTIFICATION

The following categories require organic certification by Soil Association Certification or another official and accredited certification body. You will need to upload valid certificates to complete your entry (although you can start and save you entry without it). If you don't have access to these documents, you may need to consult your quality/technical team or whoever is the named licence holder in your company to get a copy. All certificates must be valid for the full period of the BOOM Awards programme - both at the time of entry and at the time of the Awards Ceremony, if any certificates are due to expire before the Ceremony we will be in touch to obtain updated copies.

- **Food and drink products**
- **Box schemes**
- **Independent Retailers** (*if you process or sell any unpackaged organic products i.e. fresh produce / dry goods refills.*)
- **Farms (+ and – 10ha)**

- **Start Ups** (if you don't have a certificate yet please enter your Soil Association Certification reference number. Members of the start-up package (including applicants) can enter, but you must have had your licence issued before final judging in May 2021.)
- **Best of Organic Fashion & Textiles Brands\*** (GOTS)
- **Best of Organic Home Brands\*** (GOTs if applicable, COSMOS Organic for cosmetics products, or Soil Association health & beauty scheme)
- **Best of Organic Beauty & Wellbeing Brands\*** (GOTs if applicable, COSMOS Organic for cosmetics products, or Soil Association health & beauty scheme)

\*if you are selling B2B, or if you are selling B2C only and therefore aren't certified please provide supplier certificate/s.

**The following categories DO NOT need an organic certificate to be submitted as part of the entry process, but you must be able to evidence your support for organic as per the criteria against the relevant questions on the entry form.**

- **Eating Out**
- **Online Retailers**
- **Independent Retailers** (if you DON'T process or sell any unpackaged organic products i.e. fresh produce / dry goods refills)
- **Supermarkets**
- **Innovations**
- **Packaging**
- **Marketing Campaigns**

### **BEST OF ORGANIC PRODUCTS**

Products entered must be available for purchase by the general public in the UK for at least 3 months in 2020-21.

Product samples as specified below must be delivered to the judging venue (TBC) at the date and time communicated by the BOOM Awards Events Manager.

The notes below outline how each product category will be judged. Please submit and deliver your products in accordance with the guidelines below. The entries are judged on **quality and taste** and not organic story, with the exception of the Baby & Children's and New Product categories which require some additional information. There will be circa 4-5 judges for each category. Please supply sufficient product for tasting as specified in the Product Guidance below, in appropriate retail-ready packaging.

## BEST OF ORGANIC FOOD & DRINK PRODUCTS

Main Category	Judging Criteria	Sub Category	Product Guidance
Best of Organic Dairy	Blind tasting, marked out of 10 by judges for: overall appeal, texture, taste.	Everyday Dairy (milk, cream, butters)	Supply 2 x samples at retail ready sizing, wrapped with storage and serving instructions (Max 500g/ml weight/volume)
		Cheese	Supply 2 x samples at retail ready sizing, wrapped with storage and serving instructions enclosed (Max 1kg in weight)
		Yogurt & Chilled Desserts	Supply 2 x samples at retail ready sizing, wrapped with storage and, if relevant, cooking and serving instructions (Max 500g/ml weight/volume)
Best of Organic Fresh Produce	Blind tasting, marked out of 10 by judges for: overall appeal, texture, taste.	Fruit	Supply samples at retail ready sizing, wrapped with storage and serving instructions enclosed (Max 1kg in weight)
		Vegetables	Supply samples at retail ready sizing, wrapped with storage, serving and cooking instructions enclosed (Max 1kg in weight)
		Salad	Supply samples at retail ready sizing, wrapped with storage and serving instructions enclosed (Max 1kg in weight)
Best of Organic Bakery	Blind tasting, marked out of 10 by judges for: overall appeal, texture, taste.	Savoury	Supply 2 x samples at retail ready sizing, packaged with storage and serving instructions (Max 500g in weight)
		Sweet	Supply 2 x samples at retail ready sizing, packaged with storage and serving instructions (Max 500g in weight)
Best of Organic Snacks	Blind tasting, marked out of 10 by judges for: overall appeal, texture, taste.	Savoury	Supply 2 x samples at retail ready sizing, packaged with storage and serving instructions (Max 500g in weight)
		Sweet	Supply 2 x samples at retail ready sizing, packaged with storage and serving instructions (Max 500g in weight)
Best of Organic Chocolate	Blind tasting, marked out of 10 by judges for: overall appeal, texture, taste.	Chocolate	Supply 2 x samples at retail ready sizing, packaged with storage and serving instructions (Max 500g in weight)
Best of Organic Chilled and Frozen	Blind tasting, marked out of 10 by judges for: overall appeal,	Savoury	Supply 2 x samples at retail ready sizing, packaged with storage, cooking and serving instructions (Max 500g in weight)

	texture, taste.	Sweet	Supply 2 x samples at retail ready sizing, packaged with storage, cooking and serving instructions (Max 500g in weight)
Best of Organic Meat & Poultry	Blind tasting, marked out of 10 by judges for: overall appeal, texture, taste and tenderness (tenderness does not apply to Eggs).	Meat: Beef, Veal, Lamb, Goat, Pork, Poultry	Supply up to 250g cuts of sirloin steak / chops /breasts to a maximum of two servings, e.g. 2 x steaks with storage, cooking and serving instructions. Submit the cut that best shows off the meat. (Max 500g in weight)
		Eggs	Supply up to 6 x eggs.
		Charcuterie & Processed Meats	Supply 2 x samples at retail ready sizing, packaged with storage, cooking and serving instructions (Max 500g in weight)
Best of Organic Store Cupboard	Blind tasting, marked out of 10 by judges for: overall appeal, texture, taste.	Oils, Vinegars, Dressings,	Supply 2 x samples at retail ready sizing, packaged with storage and serving instructions (Max 500g/ml weight/volume)
		Cereals and home-baking	Supply 2 x samples at retail ready sizing, packaged with storage, cooking and serving instructions (Max 1kg in weight)
		Everyday essentials	Supply 2 x samples at retail ready sizing, packaged with storage, cooking and serving instructions (Max 1kg in weight)
		Preserves and spreads	Supply 2 x samples at retail ready sizing, packaged with storage and serving instructions (Max 500g in weight)
Best of Organic Baby and Children's Products	Blind tasting, marked out of 10 by judges for: overall appeal, texture, taste. Additional questions also reviewed by judges.	Baby Food	Supply 2 x samples at retail ready sizing, packaged with storage, cooking and serving instructions (Max 500g in weight)
		Children's Food (suitable for 3+)	Supply 2 x samples at retail ready sizing, packaged with storage, cooking and serving instructions (Max 500g in weight)
Best of Organic Alcoholic Drinks	Blind tasting, marked out of 10 by judges for: overall appeal, mouth, taste and aftertaste.	Ciders	Supply 2 x samples at retail ready sizing, packaged with storage and serving instructions (Max 1 litre in volume)
		Beers	Supply 2 x samples at retail ready sizing, packaged with storage and serving instructions (Max 1 litre in volume)
		Wines	Supply 2 x samples at retail ready sizing, packaged with storage and serving instructions (Max 1 litre in volume)
		Spirits	Supply 2 x samples at retail ready sizing, packaged with storage and serving instructions (Max 1 litre in volume)

Best of Organic Non-Alcoholic Drinks	Blind tasting, marked out of 10 by judges for: overall appeal, texture, taste.	Tea (including herbal)	Supply 2 x samples at retail ready sizing, packaged with storage and serving instructions (Max 500g/ml weight/volume)
		Coffee & Hot Drinks	Supply 2 x samples at retail ready sizing, packaged with storage and serving instructions (Max 500g/ml weight/volume)
		Soft Drinks	Supply 2 x samples at retail ready sizing, packaged with storage and serving instructions (Max 500g/ml weight/volume)
Best of Organic Vegan Products <b>NEW</b>	Blind tasting, marked out of 10 by judges for: overall appeal, texture, taste.	Chilled	Supply 2 x samples at retail ready sizing, packaged with storage, cooking and serving instructions (Max 500g in weight)
		Non-chilled	Supply 2 x samples at retail ready sizing, packaged with storage, cooking and serving instructions (Max 500g in weight)
Best of Organic Free-From Products <b>NEW</b>	Blind tasting, marked out of 10 by judges for: overall appeal, texture, taste.	Chilled	Supply 2 x samples at retail ready sizing, packaged with storage, cooking and serving instructions (Max 500g in weight)
		Non-chilled	Supply 2 x samples at retail ready sizing, packaged with storage and serving instructions (Max 500g/ml weight/volume)
Best New Organic Product	Marked out of 10 by judges for: concept, market need, ingredients, consumer insight, packaging.  All entries then marked out of 10 for: overall appeal, texture, taste.	Exciting and innovative new organic food & drink products	Supply 2 x samples at retail ready sizing, packaged with storage and serving instructions (Max 1 kg or 1 litre in volume)

## BEST OF ORGANIC BUSINESS AWARDS

- Businesses must be operational at the time of entry and at time of the Awards Ceremony.
- Initiatives must have taken place during 2020-21.
- All awards are judged remotely based on forms submitted online.

Main Category	Sub-categories	Judging Criteria:
Best of Organic Eating Out	Best of Organic Eating Out – High Street	<p>Marked out of 10 by judges for evidence of:</p> <ul style="list-style-type: none"> <li>• Working with organic suppliers, sustainable sourcing, supply chain transparency.</li> <li>• Interesting menus/drinks list, creative use of organic ingredients.</li> <li>• Effectiveness in communicating about 'organic'.</li> </ul> <p><i>Where relevant to the entry:</i></p> <ul style="list-style-type: none"> <li>• Customer experience and marketing effectiveness will also be reviewed via URL's and social media presence.</li> </ul> <p><b>NB:</b> All entries must be serving a range of organic on the menu, products to be certified as organic by a recognised certification body.</p>
	<b>New!</b> Best of Organic Eating Out – Cost Sector/ Caterer	
	<b>New!</b> Best of Organic Drinks List	
Best of Organic Box Schemes		<p>Marked out of 10 by judges for evidence of:</p> <ul style="list-style-type: none"> <li>• Variety and range of boxes on offer.</li> <li>• Value for money.</li> <li>• Innovative ideas and concepts used to aid success of the business, as well as future plans for innovation.</li> <li>• Effectiveness in communicating about 'organic'.</li> </ul> <p><i>Where relevant to the entry:</i></p> <ul style="list-style-type: none"> <li>• Customer experience and marketing effectiveness will also be reviewed via URL's and any online ordering process.</li> </ul> <p>Box schemes may consist of organic fruit, vegetables, meat or recipe boxes, available for purchase by the general public in the UK.</p> <p><b>NB:</b> All entries must be for box schemes <b>certified as organic</b> by a recognised certification body.</p>
Best of Organic Independent Retailers		<p>Marked out of 10 by judges for evidence of:</p> <ul style="list-style-type: none"> <li>• Clear objectives for organic within the business; including trends in sales and number of lines available to customers.</li> <li>• Innovative ideas and concepts used to aid success of the organic part of the business.</li> <li>• Effectiveness in communicating about 'organic'.</li> </ul>
Best of Organic Online Retailing		

<p>Best of Organic Supermarkets</p>		<p><i>Where relevant to the entry:</i></p> <ul style="list-style-type: none"> <li>• Customer experience and marketing effectiveness will also be reviewed via URL's and any online ordering process.</li> </ul> <p><b>NB:</b> All entrants must be selling an organic range of products certified as organic at time of entry by a recognised certification body.</p> <p>Organic must be a key driver within the business, with evidence to show that it constitutes a significant part of sales.</p> <p>Where retailers offer a range of both organic and non-organic products, the submission should be based on the organic range only, rather than the business as a whole.</p>
<p>Best of Organic Farms (+10)</p>		<p>Marked out of 10 by judges for evidence of:</p> <ul style="list-style-type: none"> <li>• Organic farming systems that use effective and/or innovative organic productions methods to <ul style="list-style-type: none"> <li>○ drive efficiencies and environmental improvements</li> <li>○ deliver environmental and/or ethical benefits</li> </ul> </li> <li>• Engagement with organic principles and practises <ul style="list-style-type: none"> <li>○ Staff engagement</li> <li>○ Industry or customer engagement</li> </ul> </li> </ul> <p><b>NB:</b> All entries must be for a farm certified as organic by a recognised certification body.</p>
<p>Best of Organic Farms (-10)</p>		
<p><b>NEW!</b> Best of Organic Fashion &amp; Textiles Brands</p>	<p><b>New!</b> Best of Organic Fashion Brands</p> <hr/> <p><b>New!</b> Best of Organic Baby &amp; Children's Clothes Brands</p>	<p>Marked out of 10 by judges for evidence of:</p> <ul style="list-style-type: none"> <li>• Commitment to GOTS certified organic</li> <li>• Sustainability in Supply Chain</li> <li>• Communicating and marketing the benefits of organic</li> <li>• Accessibility</li> <li>• Design</li> <li>• Innovation</li> <li>• Efficacy and customer reviews</li> <li>• Commitment to organic industry</li> </ul> <p><b>NB:</b> All entries must have an organic product/range certified as GOTS organic at time of entry by a recognised certification body.</p>
<p><b>NEW!</b> Best of Organic Home Brands</p>		<p>Marked out of 10 by judges for evidence of:</p> <ul style="list-style-type: none"> <li>• Commitment to GOTS/COSMOS/Soil Association certified organic</li> <li>• Sustainability in Supply Chain</li> <li>• Communicating and marketing the benefits of organic</li> <li>• Accessibility</li> </ul>



		<ul style="list-style-type: none"> <li>• Design</li> <li>• Innovation</li> <li>• Efficacy and customer reviews</li> </ul> <p>Commitment to organic industry</p> <p><b>NB:</b> All entries must have an organic product/ range certified as GOTS/COSMOS/ Soil Association organic at time of entry by a recognised certification body.</p>
<b>NEW!</b> Best of Organic Beauty & Wellbeing Brands	<b>New!</b> Best of Organic Hair Care Brands	<p>Marked out of 10 by judges for evidence of:</p> <ul style="list-style-type: none"> <li>• Commitment to COSMOS/Soil Association certified organic</li> <li>• Sustainability in Supply Chain</li> <li>• Communicating and marketing the benefits of organic</li> <li>• Accessibility</li> <li>• Design</li> <li>• Innovation</li> <li>• Efficacy and customer reviews</li> <li>• Commitment to organic industry</li> </ul> <p><b>NB:</b> All entries must have an organic product/ range certified as COSMOS/ Soil Association organic at time of entry by a recognised certification body.</p>
	<b>New!</b> Best of Organic Skin Care (+Make-Up) Brands	
	<b>New!</b> Best of Organic Pregnancy & Baby Brands	
	<b>New!</b> Best of Organic Health & Personal Care Brands	
Best of Organic Innovations		<p>Marked out of 10 by judges for evidence of:</p> <ul style="list-style-type: none"> <li>• The organic innovation, how and why it is pioneering.</li> <li>• The change it has brought about and why it matters.</li> <li>• The measurable results and how it benefits the organic market.</li> </ul> <p><b>NB:</b> This is <b>not</b> a new product award. It's an award for organic businesses doing things differently e.g. pioneering production processes or leading social change.</p> <p>All entries must be for an Innovation for a <b>product/business certified as organic</b> at time of entry by a recognised certification body.</p>
Best Organic Sustainable Packaging		<p>Marked out of 10 by judges for evidence of:</p> <ul style="list-style-type: none"> <li>• The packaging initiative, its positive environmental impact and the issue it aims to address.</li> <li>• The sustainability and benefits of the materials used and the packaging life cycle.</li> <li>• How it meets the goal of all packaging to be reusable, recyclable or compostable by 2025. And ensuring it is actually recycled/composted.</li> <li>• Scalability.</li> </ul>

		<ul style="list-style-type: none"> <li>• Best practice sharing or collaborative working with other organic businesses.</li> </ul> <p><b>NB:</b> All entries must be for a packaging initiative for a <b>product/business certified as organic</b> at time of entry by a recognised certification body.</p>
Best Organic Marketing Campaign		<p>Marked out of 10 by judges for evidence of:</p> <ul style="list-style-type: none"> <li>• The campaign, its aims and objectives and how these were met.</li> <li>• Any consumer insight or input from citizens used to develop the campaign.</li> <li>• The impact of the campaign, measured in terms of: <ul style="list-style-type: none"> <li>○ Sales increase</li> <li>○ Audience reach</li> <li>○ Engagement</li> <li>○ ROI</li> </ul> </li> <li>• Creativity and visual impact.</li> </ul> <p><b>NB:</b> All entries must be for a marketing campaign for a <b>product certified as organic</b> at time of entry by a recognised certification body.</p>
<b>NEW!</b> Best of Organic Food & Drink Start-Ups		<p>Marked out of 10 by judges for evidence of:</p> <ul style="list-style-type: none"> <li>○ Concept – interesting new food &amp; drink concepts.</li> <li>○ How your business fulfils a need or a gap in the market.</li> <li>○ How you interact and engage with relevant communities.</li> <li>○ Why organic is important to your business.</li> </ul> <p><b>NB:</b> Start Ups must meet the eligibility criteria and be <b>signed up to the Soil Association Certification Start Up Support Package</b> to be able to enter.</p>

## JUDGING

- Judging will take place in April and May 2021 exact dates, times and locations to be confirmed.
- All finalists will be contacted shortly after the judging to confirm if they have been shortlisted for an award.
- Winners will be announced at the awards ceremony week beginning 5th July 2021 and online on at [www.soilassociation.org/boomawards](http://www.soilassociation.org/boomawards) after the awards.

## **PUBLIC VOTE AWARDS**

- All votes must be made online at [www.soilassociation.org/boomawards](http://www.soilassociation.org/boomawards)
- There is no cost for voting or subsequently being entered for the award.

### **THE NATION'S FAVOURITE ORGANIC PRODUCT AWARD**

**The Nation's Favourite award is to celebrate the most popular organic food & drink product as voted for by the public.**

There is no cost for voting or subsequently being entered for the award.

**There are 2 rounds of voting:**

In the first round a member of the public can nominate any organic product via a simple form on our website. They must specify a brand and product name. All nominations are checked for integrity and then shortlisted down to the top 10.

Voting for the Nation's Favourite round 1 will open on **8<sup>th</sup> March 2021**

Voting for the Nation's Favourite round 1 will close on **1<sup>st</sup> May 2021**

In the 2<sup>nd</sup> round the top 10 products from round 1 are promoted for further voting and the judging panel will then award the Nation's Favourite Organic Product to the entry with the highest number of votes.

Voting for the Nation's Favourite round 2 will open on **8<sup>th</sup> May 2021**

Voting for the Nation's Favourite round 2 will close on **31<sup>st</sup> May 2021**

**In addition:** All entries must be for a product certified as organic at time of entry and at time of awards by Soil Association Certification or by another official and accredited certification body.

The Executive Judging Committee will oversee the voting process to ensure it is fair - but ultimately the product with the most votes wins!

### **ORGANIC AMBASSADOR AWARD**

Organic ambassadors are unique individuals who have dedicated their time, energy and passion to help tell the story of organic as part of the solution for taking care of ourselves and our planet. Campaigning for healthy, humane and sustainable food, farming and land use to actively engage citizens and/ or industry to influence positive change across any relevant sector (food and drink, farming, fashion & textiles and beauty & wellbeing).

Entries to this category are by nomination from Soil Association Certification and industry partners.

The public/industry will then be asked to vote from a choice of the top 10 ambassadors - each presented with a short biography and links to their social platforms and/or website.

**There is no cost for being nominated or subsequently for public voting.**

**Ambassadors will be selected and should be voted for based on:**

- Engagement with audiences to raise awareness and influence positive environmental change
- Range and type of networks and collaborations (citizens and industry)
- Impact/ outcomes of influence/ change
- Support for organic

The Executive Judging Committee will oversee the voting process to ensure it is fair - but ultimately the product with the most votes wins!