



## **PRESS RELEASE**

### **Create a great idea and bag £1,000 with the ABN Innovation Award**

Open to anyone with an idea for adding greater value to the British pig and poultry industry, the ABN Innovation Award 2012 sets out to highlight the very best idea to help tackle some of the challenges currently being faced by the pig and poultry food production chain.

Ideas relating to any area of the food chain are eligible, from the supply of inputs and primary production, through transport and processing, regulation and feed assurance, to retailing, product labelling and food preparation.

“So whether it’s an opportunity to increase demand or add product value, a concept for reducing costs or increasing efficiency, or a way to improve animal welfare or reduce carbon footprint, now’s the time to stand up and be counted,” says AB Agri’s Market Insight Manager Donna Rose

Run in conjunction with the British Pig and Poultry Fair, the ABN Innovation Award offers a £1,000 cash prize for the ultimate winner, plus the opportunity for all selected finalists to pitch their idea to a panel of leading influencers within the British farming and food industries.



The closing date for entries is Monday 16<sup>th</sup> April, with applicants welcome from both within and outside the industry. Judging will be based on the effectiveness, practicality and innovation exhibited by the concept, as well as the quality of presentation.

“It’s a great opportunity for individuals with the best ideas to really be seen and be heard by industry influencers,” adds Alice Bell, Assistant Director, RASE Events. “The first ABN Innovation Award in 2010 was a great success, and we’re looking forward to more fantastic innovations this year.”

Full rules and an entry form can be found at

[www.pigandpoultry.org.uk/abninnovationaward](http://www.pigandpoultry.org.uk/abninnovationaward), or call ABN on 01733 871 386.

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Notes to Editors:

The British Pig & Poultry Fair is the biennial event for the industries and is organised by Stoneleigh Park Ltd on behalf of the Royal Agricultural Society of England and partnered by ABN. The Fair will take place on Tuesday 15<sup>th</sup> and Wednesday 16<sup>th</sup> May 2012 at Stoneleigh Park. For further details, please visit [www.pigandpoultry.org.uk](http://www.pigandpoultry.org.uk)

ABN is a division of Associated British Agriculture (AB Agri), a company committed to adding value to the British pig and poultry industry through a range

of products and services for primary producers, feed and food manufacturers, processors and retailers.

The British Pig and Poultry Fair takes place on 15-16 May 2012 at Stoneleigh Park, Warwickshire, and is run by the Royal Agricultural Society of England (RASE). It is the UK's leading event dedicated to the pig and poultry industry.

For further information and images, please contact Donna Rose on +44 (0)1733 871 386 or email [donna.rose@abagri.com](mailto:donna.rose@abagri.com)

For further information on the British Pig and Poultry Fair please contact:

Alice Bell, RASE	Caroline Stocks, Fair PR
Tel: 02476 858 276 Email: <a href="mailto:aliceb@rase.org.uk">aliceb@rase.org.uk</a>	Tel: 07792 726 487 Email: <a href="mailto:caroline@carolinestocks.com">caroline@carolinestocks.com</a>

[www.pigandpoultry.org.uk](http://www.pigandpoultry.org.uk)