



Beef Industry Innovation & Sustainability Award

Presented by

Canadian Cattlemen's Association

About BIISA

Conceived in 2013, the Beef Industry Innovation & Sustainability Award (BIISA) is a new award presented on behalf of beef cattle producers by the Canadian Cattlemen's Association (CCA). BIISA publicly recognizes industry stakeholders and value chain members for their outstanding commitment to the sustainability of Canada's beef industry through innovation.

In the beef cattle industry, innovation that contributes to industry sustainability can include improvements to practices, systems and products, and increased efficiencies in services or processes, on-farm and off-farm. Innovation can also apply to promotional or marketing campaigns, outreach efforts, research, and product development. Innovation occurs throughout the value chain and eligibility for the award is correspondingly broad.

Award Eligibility

BIISA is awarded to any value chain partner in the beef cattle industry who successfully implements innovation that clearly demonstrates a contribution to industry competitiveness and sustainability.

Award applications are open to industry stakeholders, corporations, suppliers and services further back in the value chain that meet the criteria. Companies can submit an application nominating themselves or individuals can submit an application on a company's or individual's behalf.

BIISA can be awarded annually depending on the submission of eligible applicants/nominees with suitable merit that meet the award criteria.

Award Criteria

BIISA is awarded and scored based on the following main criteria.

- Overall quality of the application
- Industry innovation (with examples demonstrating how the applicant is innovating)
- Examples are clearly and satisfactorily explained
- Applicant can clearly demonstrate the impact of their innovation. e.g. measurable results.

Selection Committee

All award submissions will be reviewed and judged by the BIISA selection committee. This selection committee is made up of two (2) CCA staff and two (2) CCA directors, and one (1) member of the Canadian Roundtable for Sustainable Beef.

The selection committee selects a BIISA applicant who has advanced the sustainability of Canada's beef industry through innovation as described above and whose application meets the required criteria. The committee's recipient selection requires approval from the CCA executive and cannot be officially announced or revealed by the committee until such approval is received.

Award Timelines

BIISA award applications are accepted between April 1 and September 30 each calendar year. In January, the approved selected BIISA recipient will be contacted by CCA staff about their successful application. The award itself is presented by the CCA President at the VIP reception held during the CCA Annual General Meeting in March in Ottawa. The BIISA recipient is notified well in advance of the date and location of the reception and receives a formal invitation to the event.

Application Form

The BIISA application form is below. Applications will be accepted from April 1, 2015 to September 30, 2015.

For further information about BIISA, please contact CCA Communications Manager Gina Teel at teelg@cattle.ca or call 403-275-8558.



Beef Industry Innovation & Sustainability Award (BIISA)

Application Form – 2016 BIISA

Application/Nomination Form for 2016 BIISA

Please fill in the questions below and be sure to attach supporting documents. Supporting documents are preferred in PDF form. Applications close **September 30, 2015**, and are accepted beginning April 1, 2015.

Please email the completed application form along with supporting documents to: teelq@cattle.ca.

Please fill in all details

Name of Applicant: _____

Company/Organization Name: _____

Contact phone: _____

Contact email: _____

Is this a self-submitted application or a nomination? _____

Supporting Documents (please attach as PDF)

Please attach a one page letter describing your commitment to the sustainability of Canada's beef industry through loyalty and innovation. If you are submitting this application on behalf of someone else please describe how the nominee has brought innovation and sustainability to the industry. Make sure to provide examples of your innovation and show the impact it has on the industry.