

# Oscar Macfrut 2010

## Application Form for the prize "Oscar Macfrut"

**Full company name**  
(and full name of the Italian importer):

.....  
.....

**Address:**.....

**Telephone:**..... **Fax:** ..... **E-Mail:**.....

**Contact person:**..... **Telephone number**  
(if possible with mobile number too):.....

### **NEW FEATURES OF THE PRODUCT: DESCRIPTION**

Product name or product code  
(for patented products enclose relevant documents):

.....

Define product category (mark the product category):

- Category 1 - **Machines and technologies for sorting and packaging;**
- Category 2 - **Packaging and packaging materials;**
- Category 3 - **Seeds and fresh fruit and vegetable products;**
- Category 4 - **Logistics and services.**



**New features and advantages for the user:**

.....  
.....  
.....  
.....  
.....

Please return this application form with a **PHOTOGRAPH** or a **PROTOTYPE** sending an e-mail to the address **info@macfrut.com** or by post (Cesena Fiera SpA, via Dismano 3845, 47522 Pievesestina di Cesena – FC, Italy) by September 18, Saturday. Please include also the logo of the producer company.

For further information please read the enclosed set of rules or contact **CESENA FIERA S.p.A.** at the following telephone number: **+39 0547 317435**.



## RULES FOR THE PRIZE 'Oscar MACFRUT 2010'

### 1. Aims

An initiative has been promoted for Macfrut 2010, the exhibition which is organized by Cesena Fiera and which will be held in Cesena, Italy, from 6<sup>th</sup> to 8<sup>th</sup> October 2010. The aim of this initiative is to highlight the innovative products of the fruit and vegetable sector that were launched on the market no earlier than January 1, 2009.

For this purpose a prize called 'Oscar MACFRUT' has been established, to be awarded to the following product categories:

- Category 1 – **Machines and technologies for sorting and packaging;**
- Category 2 – **Packaging and packaging materials;**
- Category 3 – **Seeds and fresh fruit and vegetable products;**
- Category 4 – **Logistics and services.**

### 2. Participants

The prize is open to all the companies that exhibit at MACFRUT 2010, both directly and through legal representatives.

### 3. Applications

The companies that exhibit at MACFRUT can participate in the competition with one or more products from the different categories, which were launched on the market no earlier than January 1, 2009. Both new products and existing products with innovative features are admitted.

The applications, written on the special form, one for each product, must be sent to "Cesena Fiera S.p.A., via Dismano 3845 – 47522 Pievesestina di Cesena (FC) – fax +39-0547 318431, e-mail: [info@macfrut.com](mailto:info@macfrut.com)" and must arrive by SATURDAY 18<sup>th</sup> SEPTEMBER 2010.

The applications that will arrive after that date will not be taken into consideration.

Each application shall enable the Commission, which is described hereinafter, to examine and evaluate

the material for the admission.

### 4. Admission and evaluation commission

For the aims reported in the first paragraph a Commission was set up within Cesena Fiera, for the admission to the competition and for awarding the prize to the four categories. The Commission is made up as follows:

- Domenico Scarpellini, President of Cesena Fiera, which organized the show;
- the director of Centuria – Rit, Alessandro Zampagna;
- the General Director of the Department of Agriculture of the Emilia Romagna Region, Valerio Mazzotti;
- Professor Bruno Marangoni, Head of the Department of Arboriculture of the Faculty of Agriculture of the University of Bologna;
- Roberto Della Casa, Director of the Course of Advanced Professional Training in Marketing and Management in the fruit and vegetable sector of the University of Bologna - Branch of Forli;
- the Manager of the SPRINT project of the Emilia Romagna Region, Rubens Sacerdoti.

The Commission will draw among the exhibitors three companies which will get the chance to take part as observers, through a representative, without the right to vote, in the admission and evaluation procedures of the commission.

The Commission will decide the date, the modality and the place for evaluating the applications, and the results will be published on the site of Cesena Fiera 5 days before the start of the show. The decision of the Commission is irrevocable.

The Commission may request at its discretion technical controls, practical tests and further information, with the aim of getting definitive information on the innovative features of the product of the application.

The members of the Commission will

elect a president within the Commission itself, with the aim of coordinating and supervising the admission and evaluation procedures, and a secretary, who will draw up the minutes.

### 5. Evaluation rules

The prize to each category will be awarded according to the decision of the Commission, whereas the general prize will be awarded according to the votes of the public made up of the visitors and the exhibitors of Macfrut 2010. Each member of the Commission will give a score to each product admitted in each category, from 1 (low innovative value or no innovative value) to 5 (high innovative value).

All visitors and exhibitors can vote during the days of the show, choosing their favorite product, on the special form that will be available in the area 'Innovation Award 2010', at the entrance of the exhibition. It is possible to vote for the general prize until October 8, Friday, at 12, and the trophy will be awarded at 14.30.

The winners of each category will be announced in the evening of October 7, in Teatro Verdi in Cesena.

### 6. Prizes and awards

The winners of the prize Oscar Macfrut 2010 will be the products that obtain the highest score according to the voting procedures described in the previous paragraph for the different categories and the general prize.

For each product that will be awarded a prize in each category MACFRUT will give a placard to be affixed in the stand of the company on October 8, 2010, Friday.

The company which ranks first in each category will receive a gold medal with a certificate, and the winner of the general prize will be awarded the Macfrut trophy.