

# **Good Shepherd Poultry 1st. Annual Heritage Chicken Cooking Competition**

## **Official Contest Rules and Regulations for 2010**

The Good Shepherd Heritage Poultry Cooking Competition Contest is sponsored by Good Shepherd Turkey Ranch Inc. State Farm Bureau, P Allen Smith Gardens, Balls Foods

### **CONTEST CATEGORIES AND REQUIREMENTS:**

All entries should be submitted in one of the following categories:

- whole bird,
- cut-up,
- de-boned,
- and BBQ

Recipe may be submitted in one category only and only one entry per person. Submit your recipe in the category that best fits your recipe. Good Shepherd Poultry reserves the right to move a recipe into a more suited category if desired. Each recipe must use at least 1 Good Shepherd Heritage Chicken for the recipe.

### **PRIZES:**

The event will begin with selecting the best recipe created from 4 different categories of preparation. Initially twelve entrees will be selected from throughout the United States for semi final judging. The four winning finalist (one from each category) will be invited to prepare their recipe for grand prize judging. One Potential prize Winner will be awarded from each of the four (4) categories. Three (3) semifinalist will receive five hundred dollars (\$500) and one person will be selected out of the four winning categories to be the Grand Prize winner total of one thousand dollars (\$1000.)

All taxes and any expenses associated with the prizes, not listed herein, if any, are the sole responsibility of the Potential Winners. Neither the Sponsors nor their affiliates or subsidiaries will be responsible for any loss, liability or damage arising out of the Potential Winners' acceptance or use of the prize(s). Sponsors reserve the right to substitute a prize of equal or greater value if a stated prize is unavailable for any reason. Prizes are non-assignable and non-transferable, except at the sole discretion of the Sponsors and may not be given, bartered, sold, or exchanged for cash or another prize. All prizes are guaranteed to be awarded.

## **WHO CAN ENTER:**

You are eligible to enter this contest if you are 18 years of age or older as of February 1, 2010 and are a legal United States resident residing in one of the 50 United States or District of Columbia during the competition. Entries originating from any other jurisdiction are not eligible for entry.

The following people are not eligible to enter and will be disqualified if entered: Employees of Good Shepherd Turkey Ranch, State Farm Bureau, P Allen Smith Gardens, The Caenen Castle, The International Arts Institute, Culinary Division or any of its respective parents, subsidiaries and affiliated companies or any promotion, advertising, judging or public relations company doing business with Good Shepherd Turkey Ranch, State Farm Bureau, P Allen Smith Gardens, or any of their respective parents, subsidiaries and affiliated companies, or a member of the immediate family (parent or legal guardian, children, siblings or spouse, regardless of where they live) or same household of such employees (whether related or not).

The Good Shepherd Heritage Chicken Cooking Competition Contest is governed by the laws of the USA. All federal, state and local laws and regulations apply. This contest is void where prohibited or otherwise regulated.

Participation in the Contest constitutes entrant's full and unconditional agreement to these Official Rules and Sponsors' decisions, which are final and legally binding in all matters related to the Contest. Winning a prize is contingent upon fulfilling all requirements set forth herein.

## **HOW TO ENTER:**

The Contest Begins at 12:01 a.m. CST on February 2nd, 2010 until Midnight CST on **March 11<sup>th</sup>, 2010**. All submissions must be received via web entry or postmarked by 11:59 PM (CST) on March 11, 2010. Good Shepherd Heritage Contest designated central computer is the official time-keeping device for the Contest.

Recipe must be for an entrée. Entry must use at least one (1) Good Shepherd Heritage Chicken selected for appropriate recipe. Include the recipe name and the number of servings the recipe yields. List the eligible product(s) used. List specific heritage chicken breed selected, Plymouth Barred Rock, Jersey Giant, New Hampshire, Silver Lace Wyandotte or Indian Game Cornish then recipe ingredients, exact measurements or weights, and in the order used. Provide complete preparation directions including cooking/baking time and temperature and type of bake ware used (including dimensions or size).

Each recipe entry may be submitted only once. All entries must be in English. Use of computer to submit electronic entries are permitted, provided they are submitted through [www.goodshepherdpoultry.com](http://www.goodshepherdpoultry.com) or its official designated entry sites. Contest Sponsors are not responsible for any changes or effects caused to the entrant's computer system as a result of submitting electronic entries.

To enter electronically, go to [www.goodshepherdpoultry.com](http://www.goodshepherdpoultry.com) and follow the instructions. Please fill in all requested information completely.

To enter by mail, send recipes to:

Good Shepherd Poultry Contest,  
c/o Good Shepherd Turkey Ranch Inc.  
740 Smoky Valley Rd.  
Lindsborg Kansas, 67456

Please include a brief history of your recipe,(200 words or less) origin, family usage, ethnic source and your full name, mailing address, phone number and e-mail address (if applicable) on your entry. Indicate what category the recipe should be entered in. Recipes should be typed or written on one side only of an 8-1/2-in. x 11-in. piece of paper. All entries become the sole property of Good Shepherd Turkey Ranch Inc. upon receipt and will not be returned.

### **JUDGING OF RECIPES:**

All entries must meet the contest requirements. Initial judging will be done by Good Shepherd Turkey Ranch Inc. and its assigned testing staff. Recipes will be judged on the following criteria:

- Taste: 35%
  - Does this recipe taste wonderful with every bite? Does it have mass appeal? Would you want to make this recipe over and over based on the great taste?
- Visual Appeal: 25%
  - Does this recipe present beautifully on the plate or in the baking dish? Do your eyes make you want to eat this before you can smell or taste it?
- Feasibility: 25%
  - Could this recipe be created by an average, non-professional home cook? Are the ingredients readily available and easy to find? Is the recipe simple to follow and understand?
- Creativity/Uniqueness: 15%
  - Is the recipe an original idea? Is the recipe reflective of unique twists to ingredient usage? Does it contain interesting, yet delightful, flavor combinations?

Judges will disqualify previously published recipes, unless the recipe features changes considered significant by the judges at their sole discretion. Entry must not infringe the copyright, trademark, privacy, publicity or other intellectual property rights of any person or entity.

After the four (4) winning finalist are selected they will be informed via phone, media or email and be invited to attend the final competition for the Grand Prize, held on April 17, 2010

Sponsors will supply the four finalist the poultry ,and cooking equipment to be used during final judging. Winners must supply all other ingredients required for presentation.. Final judging will

be done by a panel of food experts and food writers. Decisions of the judges are final in all matters relating to this Contest.

The total number of recipes anticipated nationwide is 1,000. The actual odds of winning depend upon the number of eligible entries received.

#### **NOTIFICATION OF POTENTIAL WINNERS:**

If you are one of the four winning finalist you will be notified by March 15, 2010 via phone, email, and/or postal mail. All selected winners will be required to sign an affidavit of eligibility and a liability release and return within 1 week of receipt of notification.( fax accepted) Any winning finalist who does not comply with this requirement or cannot be easily located using the information provided in the entry may be disqualified and an alternate winning finalist may be selected. Except where prohibited by law, each Finalist Winner will be required to grant to Good Shepherd Turkey Ranch Inc. all rights, titles and interest in the submitted entry and to sign a release giving Good Shepherd Turkey ranch Inc. full rights to use the Potential Winner's name and likeness for Contest related advertising and publicity, including such usage on the Internet.

The Winners' recipes will be publicly announced on [www.goodshepherdpoultry.com](http://www.goodshepherdpoultry.com), and through various media venues.

#### **CONDITIONS:**

Contest Sponsors and their promotion agencies are not responsible for lost, late, incomplete, illegible, misdirected or otherwise undeliverable mail or entries. Sponsor is not liable for any technical malfunctions of any telephone network or lines, computer internet system, servers or providers, computer equipment, software, failure of any email on account of technical problems or traffic congestion on the internet or at any website, or any combination thereof, including any injury or damage to participant's or any other person's computer related to or resulting from participation or downloading/uploading any materials in this Contest, or other technical difficulties or failures or other errors of any kind. Entrants agree to indemnify Good Shepherd Turkey Ranch Inc, their affiliated and subsidiary companies and contest sponsors from and against any and all claims and liabilities arising out of or in connection with this contest. Any dispute regarding submission of online entry will be deemed submitted by the authorized account holder of the email address submitted at the time of entry. "Authorized account holder" is defined as the natural person who is assigned to an email address by an internet access provider, online service provider or other organizations (e.g. business, educational institute) that is responsible for assigning email addresses for the domain associated with the submitted email address.

By submitting your recipe, you accept all contest rules and agree to be bound by the decisions of the judges, which will be final. You also agree that your recipe becomes the sole property of Good Shepherd Turkey Ranch Inc. upon receipt and will not be returned. Good Shepherd Turkey Ranch Inc. reserves the right to edit for brevity and clarity, adapt, copyright, publish, transfer and use any or all entries in all print and electronic media without further compensation. Good Shepherd Turkey Ranch Inc. reserves the right in their sole discretion to cancel, terminate,

modify or suspend the Contest at any time for any reason. In such a circumstance, Good Shepherd Turkey Ranch Inc. will select the winning finalist based on eligible entries received to date of termination. In the event that two similar entries are received, only the entry judged to best meet criteria as set by Good Shepherd Turkey Ranch Inc. will be included in the final judging. In the case of duplicate recipes, the first entry received or postmarked will be considered. Good Shepherd Turkey Ranch Inc. reserve the right at its sole discretion to disqualify any individual that tampers or attempts to tamper with the entry process or the operation of the contest or website or violates the Official Rules.

**CONSUMER INFORMATION:**

If you wish to receive a list of prize winners, a copy of the rules or have any questions about the Contest, specify your request no later than April 30, 2010 and send a self addressed stamped envelope to:

Good Shepherd Poultry Contest Winners,  
c/o Good Shepherd Turkey Ranch Inc.  
740 Smoky Valley Rd.  
Lindsborg Kansas, 67456

**SPONSORS:**

Good Shepherd Turkey Ranch Inc

State Farm Bureau

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