



COMPETITION RULES

THE “MY DAIRY RESEARCH STUDENT COMPETITION” (“COMPETITION”) IS BEING CONDUCTED BY DAIRY FARMERS OF CANADA (“DFC”) AND IS INTENDED TO BE CONDUCTED IN CANADA ONLY AND BE EVALUATED ACCORDING TO CANADIAN LAW. NO PURCHASE IS NECESSARY. PARTICIPANTS MUST BE OF THE AGE OF MAJORITY IN THEIR PROVINCE OR TERRITORY OF RESIDENCE OR OLDER AT THE TIME OF ENTRY. VOID IN WHOLE OR PART WHERE PROHIBITED BY LAW. ENTRY IN THIS COMPETITION CONSTITUTES ACCEPTANCE OF THESE COMPETITION RULES (“COMPETITION RULES”).

THE COMPETITION IS IN NO WAY SPONSORED, ENDORSED OR ADMINISTERED BY, OR ASSOCIATED WITH FACEBOOK. PARTICIPANTS ACKNOWLEDGE THAT BY ENTERING THIS COMPETITION THEY ARE PROVIDING THEIR INFORMATION TO DFC AS DESCRIBED BELOW AND NOT TO FACEBOOK.

1. ELIGIBILITY

To be eligible for this Competition, an individual must:

- (a) be enrolled as a graduate student in a M.Sc. or a Ph.D. level program at a Canadian University in 2021;
- (b) be conducting research in a research project funded by DFC;
- (c) be of the age of majority in their province or territory of residence or older at the time of entry; and
- (d) be the sole owner of all rights, titles and interests (including copyright) in and to the Submission (as defined below) submitted in connection with this Competition.

Employees of DFC, its affiliates, subsidiaries, related companies, Competition administrator, advertising and promotional agencies and the suppliers of the prizes (as hereinafter defined) or other materials or services in connection with the Competition (collectively “Competition Parties”) and the immediate family (defined as parents, siblings, children and/or spouse) of the Competition Parties and all other persons whom reside with the Competition Parties, are not eligible to enter the Competition.

DFC shall have the right at any time, in its sole and absolute discretion, to require proof of identity and/or eligibility (in a form acceptable to DFC – including, without limitation, government issued photo identification) to participate in the Competition. Failure to provide such proof to the satisfaction of DFC in a timely manner may result in disqualification. The sole determinant of the time for the purpose of a valid entry in this Competition will be DFC. All personal and other information requested by and supplied to DFC for the purpose of the Competition must be truthful, complete, accurate and in no way misleading. DFC reserves the right, in their sole discretion, to disqualify any entrant should such an entrant at any stage supply untruthful, incomplete, inaccurate or misleading personal details and/or information.

2. COMPETITION PERIOD

The Competition begins on **June 21, 2021 at 10:00 a.m.** and ends on **September 15, 2021 at 11:59 p.m. Eastern Daylight Savings Time** (“Competition Period”).

3. HOW TO ENTER

- (a) **NO PURCHASE NECESSARY.** To participate in this Competition, you must:
- (i) complete the entry form (“Form”) set out in Appendix “A” to the Competition Rules or downloaded from the DFC website (<https://dairyfarmersofcanada.ca/en/dairy-research>), sign the Form, and have the Form signed by your academic supervisor; and
 - (ii) submit a podcast (maximum 3 minutes), **or** a video (maximum 3 minutes) **or** an infographic (maximum 1 page) (each a “Category”) on your dairy research project, which must include key research project results, methods used, new knowledge, and potential economic, social or environmental impact of the research on the dairy sector and Canadian (“Submission”).
- (b) The Form and the Submission (hereinafter together referred to as “Entry” or “Entries”) must be received by DFC via email at the following email address: info@dairyresearch.ca indicating “My Dairy Research Competition” in the heading during the Competition Period.
- (c) Entries must be received **on or before 11:59 p.m. Eastern Daylight Savings Time on September 15, 2021** (the “Competition Closing Date”).
- (d) A Submission will be considered to be void (and an entry will not be granted) if the Submission:
- (i) does not contain the elements set out in this Rule 4 (as determined by DFC in its sole and absolute discretion);
 - (ii) is incomplete or illegible;
 - (iii) is not submitted and received during the Competition Period in accordance with these Competition Rules; and
 - (iv) is not in accordance with the specific Submission Requirements listed below in Rule 4 (all as determined by DFC in its sole and absolute discretion).
- (e) There is a limit of one (1) Entry per person/email address permitted during the Competition Period. If it is discovered that any person has attempted to: (i) submit more than one (1) Entry per person/email address during the Competition Period; and/or (ii) use (or attempt to use) multiple names, identities and/or more than one (1) email to enter the Competition; then (in the sole and absolute discretion of DFC) he/she may be disqualified from the Competition and all of his/her Entries voided. Use (or attempted use) of multiple names, identities, email addresses, and/or any automated, macro, script, robotic or other system(s) or program(s) to enter or otherwise participate in or disrupt this Competition is prohibited and is grounds for disqualification by DFC. The Releasees (defined below) are not responsible for late, lost, misdirected, delayed, incomplete or incompatible Entries (all of which are void).
- (f) **IN NO EVENT AND UNDER NO CIRCUMSTANCES WILL ANY PERSON BE PERMITTED TO OBTAIN MORE THAN THE MAXIMUM NUMBER OF ENTRIES AS STATED IN THESE COMPETITION RULES.**

- (g) Shipped prize(s) shall not be insured, and DFC shall not assume any liability for lost, damaged or misdirected prize(s).

4. SUBMISSION REQUIREMENTS

BY SUBMITTING A SUBMISSION, YOU AGREE THAT THE SUBMISSION COMPLIES WITH ALL CONDITIONS STATED IN THESE COMPETITION RULES. THE RELEASEES (DEFINED BELOW) WILL BEAR NO LEGAL LIABILITY REGARDING THE USE OF ANY SUBMISSION YOU SUBMIT. THE RELEASEES (DEFINED BELOW) SHALL BE HELD HARMLESS BY YOU IN THE EVENT IT IS SUBSEQUENTLY DISCOVERED THAT YOU HAVE DEPARTED FROM OR NOT FULLY COMPLIED WITH ANY OF THESE COMPETITION RULES.

- (a) Without limiting the generality of the requirements noted above in Rule 3, to be eligible for entry in this Competition, any Submission you submit must be unique and original (i.e. you cannot submit the same Submission more than one time in this Competition and/or copy someone else's Submission in whole or in part).
- (b) By participating in the Competition, each entrant agrees to be legally bound by these Competition Rules and by the interpretation of these Competition Rules by DFC, and further warrants and represents that any Submission he/she submits:
 - i. is original to him/her and that the entrant has all necessary rights in and to the Submission to enter the Competition;
 - ii. does not violate any law;
 - iii. does not contain any reference to any identifiable third parties, unless consent has been obtained from each such individual and his/her parent/legal guardian if he/she is under the age of majority in his/her jurisdiction of residence;
 - iv. will not give rise to any claims of infringement, invasion of privacy or publicity, or infringe on any rights and/or interests of any third party, or give rise to any claims whatsoever; and
 - v. is not defamatory, trade libelous, pornographic or obscene, and further that it will not contain, include, discuss or involve, without limitation, any of the following: nudity; alcohol/drug consumption or smoking; explicit or graphic sexual activity, or sexual innuendo; crude, vulgar or offensive language and/or symbols; derogatory characterizations of any ethnic, racial, sexual, religious or other groups; content that endorses, condones and/or discusses any illegal, inappropriate or risky behaviour or conduct; personal information of individuals, including, without limitation, names, telephone numbers and addresses (physical or electronic); commercial messages, comparisons or solicitations for products or services other than products of DFC; any identifiable third party products, trade-marks, brands and/or logos, other than those of DFC; conduct or other activities in violation of these Competition Rules; and/or any other content that is or could be considered inappropriate, unsuitable or offensive, all as determined by DFC in its sole and absolute discretion.
- (c) By entering the Competition and submitting a Submission, each entrant: (i) grants to DFC, in

perpetuity, a non-exclusive license to publish, display, reproduce, modify, edit or otherwise use his/her Submission, in whole or in part, for advertising or promoting the Competition or for any other reason; (ii) waives all moral rights in and to his/her Submission in favour of DFC; and (iii) agrees to release and hold harmless the Competition Parties and each of their respective agents, employees, directors, successors, and assigns (collectively, the “**Releasees**”) from and against any and all claims based on publicity rights, defamation, invasion of privacy, copyright infringement, trade-mark infringement or any other intellectual property related cause of action that relate in any way to the Submission. For greater certainty, the DFC reserves the right, in its sole and absolute discretion and at any time during the Competition, to modify, edit or disqualify any Submission if a complaint is received with respect to the Submission, or for any other reason. If such an action is necessary at any point, then DFC reserves the right, in its sole and absolute discretion, to disqualify the Submission (and corresponding Entry) and/or the associated entrant. If DFC determines, in its sole and absolute discretion, that any Submission does not comply with these Competition Rules for any reason at any time, then the DFC reserves the right, in its sole and absolute discretion, to disqualify the Submission (and corresponding Entry) and/or the associated entrant.

5. PRIZES

The following prizes (collectively “Prizes” or individually “Prize”) available to be won as follows:

- (a) **Grand Prize:** There are three (3) grand prizes available to be won (“Grand Prize”), each Grand Prize consisting of a cash prize of one thousand five hundred (Cdn \$1,500) Canadian dollars, to be awarded to the entrant in each Category whose Submission received the most votes during the Public Voting Period in respect of that Category.
- (b) **Second Prize:** There are three (3) second prizes available to be won (“Second Prize”), each Second Prize consisting of a cash prize of eight hundred (Cdn \$800) Canadian dollars, to be awarded to the entrant in each Category whose Submission received the second highest number of votes during the Public Voting Period in respect of that Category.
- (c) **Third Prize:** There are three (3) third prizes available to be won (“Third Prize”), each Third Prize consisting of a cash prize of five hundred (Cdn \$500) Canadian dollars, to be awarded to the entrant in each Category whose Submission received the third highest number of votes during the Public Voting Period in respect of that Category.

Prizes must be accepted as awarded and cannot be transferred, assigned, or substituted. Any unused, unclaimed or declined portion of a Prize will be forfeited, and DFC shall have no obligation to provide either an alternative or value-in-kind. DFC reserves the right, in its and their sole discretion, to substitute a prize of equal or greater value if a Prize (or any portion thereof) cannot be awarded for any reason. Odds of being selected depend on the total number of eligible Entries received by the Competition Closing Date.

6. WINNER SELECTION

- (a) The Grand Prize winners, the Second Prize winners, and the Third Prize winners will be selected from all eligible Entries received by the Competition Closing Date through an evaluation and

selection process (“Evaluation”). The Grand Prize winners will be selected first, followed by the selection of the Second Prize winners, and followed by the selection of the Third Prize winners.

(b) Evaluation

The Evaluation consists of two steps as follows:

(i) Pre-Evaluation Step

All eligible Entries received by the Competition Closing Date will be evaluated by a Selection Committee comprised of six (6) members as follows: two (2) dairy farmer representatives, two (2) knowledge translation and communications experts, and two (2) representatives of DFC, on **October 15, 2021**. The Entries will be evaluated by the Selection Committee on the following basis for a total possible score of one hundred (100) points:

- (a) creativity and originality (35%);
- (b) communications and knowledge transfer skills, and clarity of messages delivered (35%); and
- (c) quality of the Submission (i.e. sound quality, visuals, graphics, video footage, etc.) (30%).

A minimum score of 75 out of 100 is required for an Entry to be eligible for a Prize. The three (3) eligible Entries with the highest points in each Category will proceed to the final evaluation and selection step.

(ii) Final Evaluation and Selection

The three (3) eligible Entries with the highest scores in each Category will be posted online on Facebook for public viewing and voting from **October 22, 2021 at 8:00 a.m. Eastern Daylight Time to November 5, 2021 at 3:59 p.m. Eastern Standard Time** (“Public Voting Period”). The eligible Entries that received the three (3) highest number of votes in each Category during the Public Voting Period will be eligible to receive one (1) Grand Prize each. The three (3) eligible Entries that received the second highest number of votes in each Category during the Public Voting Period will be eligible to receive one (1) Second Prize each. The three (3) eligible Entries that received the third highest number of votes in each Category during the Public Voting Period will be eligible to receive one (1) Third Prize each. In the event of a tie in any Category, the entrant with the highest score for creativity and originality in that Category, will be declared the winner.

The selected entrants will be contacted by email within two (2) business days after the closing of the Public Voting Period. If a selected entrant (a) cannot be reached by email within five (5) business days of being contacted; or (b) fails to return the properly executed Release Form within the specified time (see Rule 7), then he/she will be disqualified and, in the case of the Grand Prize, or the Second prize or the Third Prize, the eligible entry that received the next highest number of votes during the Public Voting Period will be eligible to receive a Grand Prize or a Second Prize or a Third Prize, as the case may be, for that Category until such time as all of the Grand Prize winners and Second Grand Prize winners and the Third Prize winners have been selected and confirmed or there are no more eligible entries, whichever comes first. DFC will not be responsible for failed attempts to contact a selected entrant.

7. DECLARATION OF WINNERS AND AWARDING OF PRIZES

To be declared a winner of a Prize (the “**Winner**”), the selected entrants must sign a Declaration and Release Form (the “**Release Form**”), in which, among other things, the selected entrants: (i) confirm compliance with the Completion Rules; (ii) acknowledge acceptance of the Prize as awarded, without substitution; (iii) release the Releasees (see Rule 8) from any liability in connection with the Prize or any portion thereof or this Competition or otherwise; and (iv) agree to the use of their name, address (city and province/territory) and/or photograph without further remuneration, in connection with any publicity carried out by or on behalf of DFC with respect to the Competition. The Release Form must be returned within the time period specified on the Release Form or the Prize will be forfeited. Prizes will be shipped by courier within Canada to the Winners address provided on the Release Form within four (4) weeks of being confirmed a Winner.

The Winners will be formally announced on **November 9, 2021** through DFC’s website at dairyfarmersofcanada.ca. Winners will be notified directly in advance of the announcement.

8. GENERAL

By entering the Competition, each entrant: (i) agrees to abide by these Competition Rules and the decisions of DFC with respect to all aspects of the Competition, which are final; (ii) grants to DFC, in perpetuity, a non-exclusive license to publish, display, reproduce, modify, edit or otherwise use his/her Entry, in whole or in part, for advertising or promoting the Competition or for any other reason; (iii) waives all moral rights in and to his/her Entry in favour of DFC; (iv) agrees to release and hold harmless the Competition Parties and each of their respective agents, employees, directors, successors, and assigns (collectively, the “**Releasees**”) from and against any and all claims based on publicity rights, defamation, invasion of privacy, copyright infringement, trade-mark infringement or any other intellectual property related cause of action; and (v) releases the Releasees from any and all liability in connection with this Competition and his/her participation in this Competition to the full extent permitted by law.

All Entries become the permanent property of DFC upon receipt and none will be returned. No correspondence will be entered into except with the selected entrants. The Competition is subject to all applicable federal, provincial and municipal laws.

The Releasees accepts no responsibility for loss, damage or claims caused by or resulting from the Competition or a Prize or for any other reason. By entering and/or accepting a Prize, each entrant consents to the use of his/her name, address (city) and/or photograph without further notice or remuneration, in connection with any publicity carried out by or on behalf of DFC with respect to the Competition.

The Releasees will not be responsible for late, lost, illegible, incomplete, falsified or destroyed Entries and all such Entries are void. Entries that have been falsified, tampered with or altered are void. The Releasees will not be liable for any failure of the Competition website, does not assume any responsibility for incorrect or inaccurate capture of Entry information, technical malfunctions, human or technical error, printing errors, lost, delayed or garbled data or transmissions, omission, interruption, deletion, defect or failures of any telephone or computer lines or networks, computer equipment, software or any combination thereof. The use of an invalid email address will disqualify the Entry. Users

spamming the same email address will disqualify the Entry. In the event of a dispute, a selected entrant may be required to provide proof that he/she is the authorized account holder of the email address associated with the selected Entry. "Authorized account holder" is defined as the person who is assigned an email address by an internet provider, online service provider, or other organization (e.g. business, educational institute, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address. The sole determinant of the time for the purposes of a valid Entry in this Competition will be the Competition server machine(s). In the event it is determined that an entrant has entered in a fashion not sanctioned by these Competition Rules and/or has submitted more than the number of Entries permitted by these Competition Rules, only the first Entry submitted by the entrant will be eligible. All subsequent Entries submitted by the entrant will be disqualified.

DFC reserves the right to terminate or suspend this Competition or to amend the Competition Rules at any time and in any way, without prior notice. Without limiting the foregoing, if, for any reason, the Competition is not capable of running as originally planned, DFC reserves the right to cancel the Competition and conduct a draw from all previously received eligible Entries. The Releasees shall not be held responsible for any problems, errors or negligence that may arise or occur in connection with the Competition.

DFC respects your right to privacy. The information you provided will only be used for the purpose of administering this Competition and prize fulfillment. By participating in the Competition, each entrant: (i) grants to DFC the right to use his/her name, email address and their Entry (collectively the "**Personal Information**") for the purpose of administering the Competition, including but not limited to, contacting and announcing the Prize Winners and coordinating the provision of the Prizes; (ii) grants to DFC the right to use his/her Personal Information for publicity and promotional purposes relating to the Competition, in any and all media now known or hereafter devised, without further compensation unless prohibited by law; and (iii) acknowledges that DFC may disclose his/her Personal Information to third-party agents and service providers of DFC in connection with any of the activities listed in (i) and (ii) above. DFC will use the entrant's Personal Information only for identified purposes and protect the entrant's Personal Information in a manner that is consistent with DFC's Privacy Policy which can be found at <https://dairyfarmersofcanada.ca/en/privacy-statement>.

All intellectual property associated with the Competition, including but not limited to trademarks, trade names, logos, designs, promotional materials, web pages, source code, drawings, illustrations, slogans and representations is owned by DFC and/or their affiliates. All rights are reserved. Unauthorized copying or use of any copyrighted material or intellectual property without the express written consent of its owner is strictly prohibited.

In the event of any discrepancy or inconsistency between these Competition Rules and disclosures or other statements contained in any materials related to this Competition, including, but not limited to point of sale, print or online advertising, these Competition Rules shall prevail, govern and control to the fullest extent permitted by law. In the event of any discrepancy or inconsistency between the English language version and the French version of these Competition Rules, the English version shall prevail and govern.

Appendix “A”

My Dairy Research Student Competition Entry Form



Entry Form

1. General Information

Name of the student:

Email of the student:

Institution:

Degree: M.Sc. Ph.D.

Title of the research project:

Name of the academic supervisor:

Category of the submission: Podcast Video Infographic

2. Please provide a brief biography about yourself (no more than 5 lines)

3. Please provide a short description of your submission and the link with the DFC funded research project (200-250 words)

4. Acknowledgement

The submission must not infringe upon or violate any laws or any third-party rights, including, but not limited to, copyright, patent, trademark, trade secret or other proprietary rights. The submission must be an original work created by you. The submission must also comply with Rule 4 of the Competition Rules and no personal information must be visible. In the event where the submission contains any reference to or likeness of any identifiable third parties, you must obtain, and make available to Dairy Farmers of Canada upon request, consent from all such individuals for the disclosure of such information.

I have read the document "**MY DAIRY RESEARCH COMPETITION RULES**" and I confirm that I am in compliance with the said Rules.

Signature of the Student

Signature of the Student's Academic Supervisor