

## 2025 GALLIOVA AWARDS

### NOTES TO ENTRANTS AND T'S & C'S

#### Aim of the awards

The Galliova Awards (Galli= Latin for chicken, ova = egg) are awarded annually to the best food and health media in South Africa, whether their work is published in print magazines and newspapers, digital magazines or newspapers, online magazines or newspapers and social media influencer pages.

The Galliova Awards are sponsored by the Egg and Broiler Producers of the South African Poultry Association (SAPA). The 2025 Galliova Awards are open to food and health content creators for any of the above type of media with a credible following.

The organisers and sponsors of the Galliova Awards strive to remain relevant in the changing media landscape. With this in mind, this year's Galliova Awards will see many changes, taking on a much broader and all-inclusive view in order to encourage more entrants and most of all, encourage up-and-coming content creators to enter. The inclusion of chicken and eggs will, as always, remain important but the T's & C's of previous years will now be simplified.

The goal of the Galliova Awards has always been to recognise excellence in the overall promotion of food culture and the evident support of locally produced poultry products, including both eggs and chicken. With media now having to perform a multitude of tasks which in previous years were handled by a team, we now have what could be referred to as a 'content creator'. The past couple of years has seen different types of content published – some focussing a bit more on writing, others on styling and some on recipes – or a combination thereof. Fitting this new breed of food or health content creators into one box has become extremely difficult if not impossible.

The Galliova judges, however, can easily recognise where one 'content creator' shines above the rest in a specific category – whether entering full length articles, recipes, posts, captions, images - which promote food and health, and this is what the 2025 Galliova judges will be looking out for.

The Galliova 2025 judges will look at each entrants work as a whole and take into account where they stood out the most. They will be looking out for excellent food/health writing, promotion of affordable eating, visual appeal, food styling, creative ideas, originality, useful tips and information... with an inclusion of eggs &/ chicken. The health judges will be looking for entrants who have shown overall excellence in health content creation, including understanding and credibly sourced reference to eggs &/ chicken.

To ensure that the process to enter Galliova this year is much simpler, entrants are only required to submit one PDF folder which should include 10-15 content pieces which display your best work published during the time period as stipulated below and the entry should include a combination of content where chicken and/or eggs are featured and a selection of other food or health content may also be included in the entry if necessary (to make up the minimum content piece requirement).

Most categories will remain the same, but the Galliova judges will decide which category each entry qualifies for – you as an entrant do not need to specify which category you are entering. The judges understand what is required for an entry to qualify for a specific category and will accordingly judge each entry for the category/categories it best suits.

The total prize money value this year is R201 000, split between the following award categories:

1. Galliova Food Writer – Open to food writers: print/online
  - First prize R20 000 & runner up R5 000
2. Galliova Health Content Creator– Open to health content creators: print/online/social media

- First prize R20 000 & runner up R5 000
- 3. Galliova Food Content Creator – Open to food content creators: print/online/social media
  - First prize R25 000 & runner up R6 000
- 4. Galliova Egg Champion – Open to food or health content creators: print/online/social media
  - R25 000 & runner up R5 000
- 5. Galliova Chicken Champion – Open to food or health content creators: print/online/social media
  - First prize R25 000 & runner up R5 000
- 6. Galliova People's Hero – Open to food or health content creators: print/online/social media
  - First prize R20 000 & runner up R5 000
- 7. Galliova Up-and-Coming Content Creator – Open to food or health content creators who have entered the Galliova Awards previously three times or less: print/online/social media.
  - First prize only R15 000
- 8. Galliova discretionary/spot prizes – Open to food or health content creators: print/online/social media
  - 4 prizes of R5 000

#### **How is an entry judged?**

- For the first seven categories, judges work off a score sheet which guides them in assessing if an entrant is eligible to compete in each particular category.
- Briefly, judges will be on the lookout for the following per category:

#### **Galliova Food Writer**

- Open to food writers: print/online.
- Judges will be looking for entrants who have written and published in-depth/detailed food articles - not food features which contain only visuals, recipes, snippets and captions. Originality, creativity, and an overall passion for food excellence as well as an understanding and the inclusion of eggs &/ chicken in at least **two** of the content pieces will be essential - not just a mention.

#### **Galliova Health Content Creator**

- Open to health print/online/social media content creators .
- The judges will be looking for entrants who have shown overall excellence in health content creation, including understanding and evidence-based reference to eggs &/ chicken. In order to qualify for entry, all entrants will be required to have included the health benefits of eggs &/ chicken in at least **two** of the content pieces will be essential - not just a mention.

#### **Galliova Food Content Creator**

- Open to food content creators: print/online/social media.
- The judges will be looking for published food content which may include just visuals, recipes, snippets and captions, but in-depth food articles will also be acceptable. Additional points will be given to entrants who supply simple and relevant food tips. Originality, creativity, and an overall passion for food excellence as well as an understanding and the inclusion of eggs &/ chicken in at least **two** of the content pieces will be essential.

#### **Galliova Egg Champion**

- Open to food or health print/online/social media content creators .
- The judges will be looking for food or health content creators who have highlighted eggs as the hero ingredient throughout their published content. The overall promotion of eggs, interesting

information about eggs and the creative use of eggs with visually appealing egg-related visuals is essential.

#### **Galliova Chicken Champion**

- Open to food or health print/online/social media content creators .
- The judges will be looking for food or health content creators who have highlighted chicken as the hero ingredient throughout their published content. The overall promotion of chicken, interesting information about chicken and the creative use of chicken with visually appealing chicken-related visuals is essential.

#### **Galliova People's Hero**

- Open to food or health content creators: print/online/social media.
- The judges will be looking for food or health content creators who have published content focussed on eggs &/ chicken with an emphasis on minimal and inexpensive ingredients which are locally available. The use of everyday South African pantry staples or leftovers will be favourably acknowledged. Preparation should be quick and easy and other methods of cooking, besides electricity, can also be taken into consideration e.g., cooking on gas/paraffin stoves or on an open fire.

#### **Galliova Up-and-Coming Content Creator**

- Open to food or health print/online/social media content creators who have entered into the Galliova Awards previously three times or less.
- The judges will be looking for published food or health content which may include just visuals, recipes, snippets and captions, but in-depth food articles will also be acceptable. Additional points will be given to entrants who supply simple and relevant food tips. Originality, creativity, and an overall passion for food excellence as well as an understanding and the inclusion of eggs &/ chicken in at least two of the content pieces will be essential.

#### **Galliova Discretionary/Spot Prizes**

- Open to food or health print/online/social media content creators.
- The four discretionary/spot prizes will be decided on by the 2025 Galliova judges during the judging process. There are no set categories for these prizes and judges will recognise individual entries should they stand out above the rest for a particular reason. For example, judges might vote for an entry because they feel that entry had the most appetite appealing images, original headline, best styling, original themes, useful information etc.

#### **Entry Period:**

- The entry period for the Galliova Awards 2025 is now open.
- **All entries must be received by 16h00 Friday 29<sup>th</sup> August 2025**
- Late or incomplete entries cannot be considered and SAPA cannot be held liable or responsible for the late arrival of entries.
- The organisers are not able to assist any entrant's in putting together their entries but will be available for any queries which may arise.
- Please send a follow up email to confirm receipt of your entry submission to [lauren@protactic.co.za](mailto:lauren@protactic.co.za)
- All entries will be acknowledged by e-mail.

#### **Content Submitted Must Have Been Published Between:**

- Published print articles from October 2024 to September 2025 are eligible for entry (PDFs for September issues of print publications will be accepted).

- Online/digital/social media content entries from September 2024 to end August 2025 are eligible for entry.

#### **How to enter:**

- Fill in the Galliova 2025 application form and wait for an approval email with a link.
- This link will allow the entrant access to their personal file repository where they can upload and edit their PDF entry submission.
- All file repositories will be locked for editing at 16h00 on the 29<sup>th</sup> of August 2025.

#### **How to prepare an entry:**

- Entrants are required to submit one PDF folder this year, which should include all the best content published during the time period as stipulated above. Within this PDF the entrant's work may be made up of 10-15 pieces of content whether full-length articles/snippets/posts/recipes.
- Save all of the content you wish to submit as part of your entry into one PDF file, so that each article/feature/recipe/post flows from one page to the next - do not save each piece of content as separate PDF folders.
- If submitting an online article/post, include a screen grab of the article/post with a link to the full live article/post. You may embed the link into the screen grab image or paste it below the image. Please ensure that the links work before submitting your entry. You may not enter links which are private/subscription only as the judges won't be able to view it for judging.
- Once your PDF is ready, upload it onto your personal file repository by following the link in the email you received when you entered. This will take you to a file repository where you can upload the PDF by dragging and dropping.
- Remember that you may edit or cancel your submission up until 16h00 on the 29<sup>th</sup> of August 2025.

#### **Cost:**

- There is no entry fee.

#### **Judging:**

- Entrants will be judged on set criteria per category by the 2025 Galliova Awards panel of judges. All food entries will be judged by a panel of six judges and health entries by two judges. Each category will be scored out of 100. Following the scoring process, the judges will meet virtually in September to discuss scoring of the entries in order to ensure that the judging process is fair and transparent and to determine finalists.
- Should any of the above listed categories not receive at least 5 entries, which qualify or meet the standard of required criteria, SAPA reserves the right to exclude this category from the 2025 Galliova Awards.

#### **Galliova Awards Ceremony**

- An invitation-only awards ceremony on Friday 17<sup>th</sup> of October 2025 will be held in Cape Town.

#### **General Rules:**

1. The competition is organised by the South African Poultry Association (SAPA).
2. In the event of any dispute regarding the rules, conduct, results and all other matters relating to the competition, the decision of SAPA and the judges shall be final, and no correspondence or discussion shall be entered into.
3. Should any of the above listed categories not receive at least 5 entries which qualify or meet the standard of required criteria, SAPA reserves the right to exclude this category from the 2025 Galliova Awards.
4. By entering the competition, you hereby warrant that all information submitted is true, current and complete. SAPA reserves the right to verify the eligibility of all entrants.

5. As the awards are sponsored by SAPA, entrants should ensure that eggs &/ chicken are included in some of the articles as stipulated above to show that their publication has promoted eggs &/ chicken during this period.
6. The Galliova Awards is a South African competition sponsored by the South African Poultry Association, and serves to promote locally produced poultry, therefore the emphasis on locally produced chicken and eggs will be appreciated.
7. Competition entries must be submitted in the manner and by the closing date and time specified on the notes to entrants. Failure to do so will disqualify the entry. (Please take note of "How to enter" section).
8. Application to enter forms need to be filled out and signed by all entrants prior to submitting an entry.
9. All submitted scanned articles will be checked against final print copies for authenticity.
10. Only final September magazine proofs will be accepted and checked against final print copies for authenticity. If there are inconsistencies between the proof and the print copy the entry will be discarded.
11. SAPA cannot accept responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft, destruction, alteration of or unauthorised access to entries, or entries lost, damaged or delayed as a result of load shedding, server functions, technical issues, virus, bugs or other causes outside SAPA's control. Proof of sending is not proof of receipt. Entrants will be notified via email once entries are received.
12. Winners and finalists will not be announced prior to the awards event.
13. The judges reserve the right to select and place each entry into any one or more of the categories that they deem appropriate.
14. Submissions may include published information/articles/recipes & visuals supplied by Protactic on behalf of SAPA, but additional points will be given for original information.
15. Entrants are required to acknowledge that AI has not been used in the creation of the content and no submitted content has been plagiarised.
16. You may enter your own work from more than one publication if you write for more than one publication.
17. Social media content creators may only submit work from their own food website/blog/social media platforms.
18. In the case/situation where syndicated material is used or where two or more journalists from the same publication submit the same work, the onus will be on the journalists to decide how the prize money should be shared, should one journalist win a Galliova Award.
19. The judges' decision is final, and no correspondence will be entered into.
20. Prizes are awarded at SAPA's discretion, and no prizes will be awarded as a result of improper actions by or on behalf of any entrant. Where entries are being judged on creative or artistic merit or other subjective criteria, SAPA and/or the competition judges (acting reasonably) reserve the right not to select a winner, and/or to remove or amend selection criteria and/or the structure and operation of the competition if entries are not of the requisite standard.
21. Winners may be requested to take part in promotional activity and SAPA reserves the right to use the names and addresses of winners, their photographs and audio and/or visual recordings of them in any publicity.

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