

2022 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, newspapers or online platforms.

The ultimate goal of the Galliova Awards is to recognise excellence in the overall promotion of food culture, food writing, visual appeal, food styling and the evident support of locally produced poultry products, including both eggs and chicken. The Galliova Health Writers' award recognises excellence in balanced and evidence-based reporting on health, including nutrition related issues with an inclusion of eggs &/ chicken.

The Galliova Awards are sponsored by the Egg and Broiler Producers of the South African Poultry Association (SAPA).

The 2022 Galliova Awards are open to food and health media of South African print and online publications. In order to evolve with the changing media landscape, some of the categories have been revised, criteria and scoring have been altered and prize money adjusted to accommodate additional categories. The time period for eligible published work has also been brought forward in order to encourage quality as opposed to quantity of work submitted.

This year, the Galliova Food Writer award will return, and a new category has also been added; the Galliova Food Stylist. The Up & Coming category will not be reinstated this year, but another special award will be introduced – the Galliova Champion. This award will recognise and acknowledge one of the winners, in the 6 categories, for outstanding work. The digital food influencer category will continue but will now be renamed the Galliova Digital Content Creator and is open to South African digital food content creators who have their own credible website and at least two linked social media platforms.

Each awards category entered must be submitted as a separate PDF file and accompanied by one entry form with the categories being entered, clearly marked. Entrants may enter as many categories as applicable.

All details, criteria and further information can be found below.

Entry Period:

The entry period for the Galliova Awards 2022 is now open.

Published print articles from November 2021 to September 2022 are eligible for entry (PDFs for September issues of print publications will be accepted). Online entries from November 2021 to end August 2022 are eligible for entry.

All entries must be received by 16h00 Monday 29th August 2022

Late or incomplete entries cannot be considered.

Please send a follow up email to confirm receipt of your WeTransfer entry submission to lauren@protactic.co.za

All entries will be acknowledged by e-mail.

***Please note:** SAPA cannot be held liable or responsible for the late arrival of entries.

Award Categories:

The 33rd Galliova Awards will honour food and health media within the below categories:

Seven category awards worth a total of R189 000 will be presented this year. These include:

1. Galliova Food Writer (Food print & online media). First prize R25 000 and the runner up R6 000.

2. Galliova Food Stylist (Food print & online media). First prize R30 000 and the runner up R8 000.
3. Galliova Health Writer (Health print & online media). First prize R20 000 and the runner up R5 000
4. Galliova Egg Champion (Food/health print & online media). First prize R20 000 and the runner up R5 000.
5. Galliova Broiler Champion (Food/health print & online media). First prize R20 000 and the runner up R5 000.
6. Galliova Digital Content Creator (South African credible digital food content creators who have their own website and a minimum of two linked social media platforms). First prize R20 000 and the runner up R5 000.
7. Galliova Champion (Judges will select one entrant from the winners in the above six categories, whom they believe deserves this prize). One prize R20 000.

A first prize and a runner up prize will be awarded for all categories in 2022, with the exception of one prize only for the Galliova Champion.

Categories and criteria 2022

Galliova Food Writer (open to food media only – not food bloggers/digital content creators)

All food media representing South African magazines, newspapers and credible online publications are eligible to enter the Galliova Food Writer category.

The food submissions for this award need to show; originality, creativity and an overall passion for food excellence as well as an understanding and the inclusion of eggs &/ chicken; in at least one of the articles.

The following criteria will be taken into account for the Galliova Food Writer's category:

Criteria:

- Entrants into this category must have written in-depth/detailed food articles and may not enter food features which contain only visuals, recipes, snippets and captions. The articles entered may however include visuals, recipes, snippets and captions, which accompany the full food articles.
- Articles must be original, well researched and may not be sponsored articles supplied by outside organisations, nor may entrants submit work written by another writer.
- Clarity, easy to understand and enjoyable and informative reading is important.
- Although this category will focus on food writing, visual and appetite appeal will also be taken into consideration.
- Relevant and informed use of eggs &/ chicken should be included in at least one of the articles. Other articles submitted may cover the overall passion for food excellence.
- If recipes are included, they must be factually correct, concise, relevant and understandable.
- Understanding and addressing the specific publication's target market, including affordability of the recipes provided and regard of budget restraints should be considered.

Requirements:

- Minimum 4 and maximum 10 articles per person will be accepted. No more and no less please.
- You may use the same articles to enter into other categories if relevant e.g., if you are entering articles into the Egg/Broiler Champion categories, it is recommended that you use these articles for this category as well.
- Save all of the articles for this category into one PDF file, so that each article flows from one page to the next and judges do not have to open different folders to view different articles. If you are unsure how to do this a separate document is available on request – email lauren@protactic.co.za
- If submitting an online article, include a screen grab of the article with a link to the full live article. 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.

Galliova Food Stylist (open to food media only – not food bloggers/digital content creators)

All food media representing South African magazines, newspapers and credible online publications are eligible to enter the Galliova Food Stylist category. Eligible entrants will be responsible for recipe development, content creation and styling for the particular publication/s they represent.

The food submissions for this award need to show; originality, creativity and an overall passion for food excellence as well as an understanding and the inclusion of eggs &/ chicken; in at least one of the features/snippets/recipes.

The following criteria will be taken into account for the Galliova Food Stylist's category:

Criteria:

- Entrants into this category may enter food features which contain only visuals, recipes, snippets and captions.
- Additional points will be given to entrants who supply simple and relevant food tips to readers
- Features must be original, informative and visually appealing and may not be sponsored articles supplied by outside organisations, nor may entrants submit work written by another food stylist.
- Clarity, easy to understand and enjoyable reading is important.
- Relevant and informed use of eggs &/ chicken in at least one of the features/snippets/recipes.
- Recipes must be factually correct, concise, relevant and understandable. Other features submitted may cover the overall passion for food excellence.
- Understanding and addressing the specific publication's target market, including affordability of the recipes provided and regard of budget restraints should be considered.

Requirements:

- Minimum 4 and maximum 10 features/snippets/recipes per person will be accepted. No more and no less please.
- You may use the same features to enter into other categories if relevant e.g., if you are entering features/snippets/recipes into the Egg/Broiler Champion categories, it is recommended that you use these features for this category as well.
- Save all of the features for this category into one PDF file, so that each article flows from one page to the next and judges do not have to open different folders to view different features. If you are unsure how to do this a separate document is available on request – email lauren@protactic.co.za
- If submitting an online feature, include a screen grab of the feature with a link to the full live article. 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.

Galliova Health Writer (open to health writers only)

All health writers representing South African magazines, newspapers and credible online publications are eligible to enter the Galliova Health Writer category.

Health media who have shown overall excellence in health writing, including understanding and informed referencing to eggs &/ chicken will be eligible to enter the Health Writer category.

The following criteria will be taken into account for the Health Writer's category:

Criteria:

- In order to qualify for entry, all entrants will be required to make mention of the health benefits of eggs &/ chicken in at least one of the articles.
- Originality, creativity and innovation. Articles must be original and informative and may not be sponsored articles supplied by outside organisations, nor may entrants submit work written by another health writer.
- Scientific accuracy and credible sources consulted.
- Objectivity & balance, perspective & angle of article.
- Contribution to contemporary debates and accessibility to target audience.
- Independent of commercial and other influences including sponsored articles.
- Understanding and addressing the specific publication's target market, including affordability of the recipes provided and regard of budget restraints should be considered.

Requirements:

- Minimum of 3 full length articles plus 2 snippets or a maximum of 10 articles per person will be accepted. No more and no less please.
- You may use the same articles to enter into other categories if relevant. relevant e.g., if you are entering articles/snippets/recipes into the Egg/Broiler Champion categories, it is recommended that you use these articles for this category as well.
- Save all of the articles for this category into one PDF file, so that each article flows from one page to the next and judges do not have to open different folders to view different articles. If you are unsure how to do this a separate document is available on request – email lauren@protactic.co.za
- If submitting an online article, include a screen grab of the article with a link to the full live article. 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.

Galliova Egg Champion (open to food & health print and online media only – not food bloggers)

All food/health media representing South African magazines, newspapers and credible online publications are eligible to enter the Galliova Egg Champion category.

Criteria:

- Submissions for the Egg Champion category will be required to include at least one full length egg feature within the submission. This feature will need to highlight eggs and not only include eggs as an ingredient in recipes or just as a mention in an article - both food and health media.
- Food media entering the Galliova Egg Champion category must display an overall promotion of eggs, provide interesting information about eggs and also use eggs creatively with visually appealing egg-related visuals.
- The health writer entering the Galliova Egg Champion category will need to inform readers in an inspiring and innovative manner about the health benefits of eggs as part of a balanced diet.
- Understanding and addressing the specific publication's target market, including affordability of the recipes provided and regard of budget restraints should be considered.

Requirements:

- Food media entering this category should submit a minimum of 1 full length egg feature and a maximum of 10 other egg articles/features/snippets/recipes. No more and no less please.
- Health writers entering this category should submit a minimum of 1 full length egg related article plus two egg related articles/features/snippets/recipes. No more and no less please.
- Please do not include any other articles/features/snippets/recipes into this category if they are not egg focussed.
- You may use these articles/features/snippets/recipes to enter into other categories if relevant i.e., Food Writer/Food Stylist/Health Writer categories.
- Save all of the articles/features/snippets/recipes for this category into one PDF file, so that each articles/features/snippets/recipe flows from one page to the next and judges do not have to open different folders to view different articles. If you are unsure how to do this a separate document is available on request – email lauren@protactic.co.za
- If submitting an online articles/features/snippets/recipe, include a screen grab of the article with a link to the full live article. 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.
- If there is more than one entrant from the same publication for the Egg Champion, one egg feature published between November 2021 to September 2022 (or end August 2022 for online articles), will need to be included in each entrant's submission, even if it is by another contributor, to show that the publication has promoted eggs during this period.

Galliova Broiler Champion (open to food & health print and online media only – not food bloggers)

All food/health media representing South African magazines, newspapers and credible online publications are eligible to enter the Galliova Broiler Champion category.

Criteria:

- Submissions for the Broiler Champion category will be required to include at least one full length chicken feature within the submission. This feature will need to highlight chicken and not only include chicken as an ingredient in recipes or just as a mention in an article - both food and health media.
- Food media entering the Galliova Broiler Champion category must display an overall promotion of chicken, provide interesting information about chicken and also use chicken creatively with visually appealing chicken-related visuals.
- The health writer entering the Galliova Broiler Champion category will need to inform readers in an inspiring and innovative manner about the health benefits of chicken as part of a balanced diet.
- Understanding and addressing the specific publication's target market, including affordability of the recipes provided and regard of budget restraints should be considered.

Requirements:

- Food media entering this category should submit a minimum of 1 full length chicken feature and a maximum of 10 other chicken articles/features/snippets/recipes. No more and no less please.
- Health writers entering this category should submit a minimum of 1 full length chicken related article plus two chicken related articles/features/snippets/recipes. No more and no less please.
- Please do not include any other articles/features/snippets/recipes into this category if they are not chicken focussed.
- You may use these articles/features/snippets/recipes to enter into other categories if relevant i.e., Food Writer/Food Stylist/Health Writer categories.
- Save all of the articles/features/snippets/recipes for this category into one PDF file, so that each articles/features/snippets/recipe flows from one page to the next and judges do not have to open different folders to view different articles. If you are unsure how to do this a separate document is available on request – email lauren@protactic.co.za
- If submitting an online articles/features/snippets/recipe, include a screen grab of the article with a link to the full live article. 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.
- If there is more than one entrant from the same publication for the Broiler Champion, one chicken feature published between November 2021 to September 2022 (or end August 2022 for online articles), will need to be included in each entrant's submission, even if it is by another contributor, to show that the publication has promoted chicken during this period.

Galliova Digital Content Creator

This category is open to South African digital food content creators who have their own operational and credible website and at least two linked social media platforms dedicated to food writing/content. The two social media platforms (Facebook, Instagram, Pinterest, TikTok, YouTube or Twitter) must be linked to their website/blog.

These digital food content creators need to show; originality, creativity and an overall passion for food excellence as well as an understanding and the inclusion of eggs &/ chicken; in at least one of their entries.

Criteria:

- Relevant and informed use of eggs &/ chicken in at least four of the articles. Other articles submitted may cover the overall passion for food excellence.
- Entrants into this category may enter any food features which contain articles/features/visuals/recipes/snippets/captions.
- Features must be original, informative and visually appealing and although sponsored features may be included, they should be complementary to egg &/ chicken and may not be that of direct competitors nor features sponsored by SAPA
- Clarity, easy to understand and enjoyable reading is important.
- Recipes must be factually correct, concise, relevant and understandable.
- Understanding and addressing the specific publication's target market, including affordability of the recipes provided and regard of budget restraints should be considered.

Requirements:

- Minimum 4 and maximum 10 articles per person will be accepted. No more and no less please.
- Digital food content creators may not enter into the other categories, although the winner will be considered for the Galliova Award.
- Details of a minimum of two social media platforms including links, where specific content has been posted, to be included with entry.
- Save all of the articles/features/recipes, plus any social media posts linked to the articles/features/recipes for this category into one PDF file, so that each article flows from one page to the next and judges do not have to open different folders to view different articles. If you are unsure how to do this a separate document is available on request – email lauren@protactic.co.za
- All articles/features/recipes/posts submitted must 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.

The Galliova Champion Award

- The six winners, from each category, will automatically be entered into this category. This person will be judged according to their overall promotion of locally produced poultry products, including both eggs and chicken as well as excellence in promoting food culture, food writing, visual appeal and food styling.
- Should the judges decide that there is no entrant who fits the criteria nor meets the standard required, this category will not be awarded for 2022.

Selecting categories to enter:

Media may enter more than one category if they qualify according to the above criteria. Digital food content creators may not enter any other categories other than the Galliova Digital Content Creator category.

As the awards are sponsored by the South African Poultry Association, entrants who deliver exemplary work in promoting South African poultry products, will stand a greater chance of winning.

Submitting your work:

- You may enter your own work from more than one publication, if you write for more than one publication.
- Fill in the entry form below and tick each category you wish to enter – do not tick categories you are not entering.
- Each category you enter must have its own PDF folder (saved according to the category name being entered).
- The PDF per category must be one single PDF only so that each article flows from one page to the next and judges do not have to open different folders to view different articles. If you are unsure how to do this a separate document is available on request – email lauren@protactic.co.za
- Each different article/snippet/recipe should be clearly marked with the publication name and date of publication.
- For any online articles which include a link, take a screen grab of the article and embed the link in the screen grab image or paste the link below the image. Please ensure that all links are working before you submit your entry.
- Digital food content creators may only enter articles/recipes from their own blog.
- Complete and sign the entry form, scan and save as a PDF. This document to be included with submission.
- Submit your entry via WeTransfer to lauren@protactic.co.za

Cost:

There is no entry fee.

Judging:

Entrants will be judged on the above set criteria and by a 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.

Galliova Awards Ceremony

An invitation-only awards ceremony on 21st October 2022 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 receive less than 3 entries, SAPA reserves the right to exclude this category from the 2022 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 for the various awards 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 Industry, 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 "Submitting your work" section).
8. Entry forms need to be filled out, signed by all entrants and scanned for inclusion with each 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 move an entry into a different category if they deem it to be more 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. 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.
16. Print and online publication submissions may not include sponsored features; however, food bloggers may do so as per specifications listed under this category.
17. The judges' decision is final, and no correspondence will be entered into.
18. 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.

19. 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.

Contact Lauren Anceriz 072 756 8463 lauren@protactic.co.za or Glynnis Branthwaite 082 557 3919 glynnis@protactic.co.za if you have any queries or require any additional information.

2022 GALLIOVA AWARDS ENTRY FORM

Please read the above 'notes to entrants' before completing this form.

Please remember to fill in which category you are entering - you may enter more than one category provided you fulfil the criteria.

Digital food content creators may not enter any of the other categories besides the Galliova Digital Content Creator category.

You may enter your own work from more than one publication if you write for more than one publication.

Digital food content creators may only submit work from their own food website/blog.

Please include this entry form, signed and saved as a PDF, with your entry.

If you do not receive a confirmation mail of receipt of your entry within 48 hours, please email lauren@protactic.co.za or contact Protactic on (011) 882-9272.

All entries must be received by 16h00 Monday 29th August 2022

NAME IN FULL (As per ID document):

ID NUMBER:

PUBLICATION/S NAME:

DESIGNATION:

EMAIL:

CONTACT NUMBER:

PLEASE FILL OUT THE BELOW 4 QUESTIONS:

1. What is the target market of your publication/website and how do you feel your writing addresses the needs of your readers? (Max. 100 words)
2. What is your publication/website's vision and how do your articles depict/reinforce this? (Max. 50 words)
3. What is your involvement in styling, layout and photography on your pages? (Max. 50 words)
4. Why do you feel you are uniquely positioned to win a Galliova Award? (Max. 50 words)

CATEGORIES:

Please only tick ✓ the category/categories you are entering & submit a separate PDF folder for each category entered – save the PDF folder as the category name:

1. Galliova Food Writer – Food print & online media	
2. Galliova Food Stylist – Food print & online media	
3. Galliova Health Writer – Health print & online media	
4. Galliova Egg Champion Food/Health – Food/health print & online media	
5. Galliova Broiler Champion Food/Health – Food/health print & online media	
6. Galliova Digital Content Creator	

Please note that there is a total of 7 awards.

Both food and health media will be competing together for categories 4 and 5.

The six winners will automatically be entered into the Galliova Champion award category.

DECLARATION

I hereby declare that the entry submitted for the 2022 Galliova Awards represents my own, original work published within the stipulated time period.

I have read the T's & C's above.

Signed:

Date: