



PRODUCTS DISPLAY CONTEST GUIDELINES

Objective:

The objective of the PA Preferred Products Display Contest is to increase consumer awareness of the large and growing number of quality products that are produced in Pennsylvania.

Guidelines:

1. Any fair that was eligible to receive funding through the Pennsylvania Agricultural Fair Act during the fair season can participate.
2. The display should consist of PA Preferred products with the exception of props that support the theme or design of the display. To determine which products are designated as PA Preferred, visit www.papreferred.com. Perishable products such as milk and eggs should be removed from the container prior to being displayed.
3. A numbered roster of all the PA Preferred items on display and a 4" x 6" photograph of the display should be mailed to:

Fair Administrator
Pennsylvania Department of Agriculture
2301 North Cameron Street
Harrisburg, PA 17110

The deadline for submission is November 1. The roster of PA Preferred products and the 4" x 6" photograph need to be accompanied by a cover letter stating the name of the fair, contact person, daytime telephone number and email address if available.

4. The judging panel will consist of:
 - a) PA Preferred Program Coordinator
 - b) Representative from Pennsylvania Department of Agriculture's Bureau of Marketing
 - c) Representative from Pennsylvania Department of Agriculture's Press Office
5. In order to receive a monetary award, the participating winners must bring their display to the Pennsylvania Farm Show. Premium checks will be awarded at the PSACF banquet dinner during the PSACF/PSSA Convention in Hershey.

6. Three (3) displays will be chosen by the judges as first place, second place, and third place. A rosette ribbon will be given for each category. If any of the winning fairs is unable to display at the Pennsylvania Farm Show, the remaining contestants will re-ranked with ribbons and monetary awards assigned accordingly.

7. The displays will need to be set up by Thursday prior to the commencement of the Pennsylvania Farm Show, and cannot be removed before 4 p.m. the last Saturday during the Pennsylvania Farm Show. If displays are not picked up, they will become the property of the Pennsylvania Department of Agriculture. Photographs and product rosters will not be returned.

Judging Criteria

Category	Points
Originality and creativity of display	20
Appearance and attractiveness (photo)	20
Number of PA Preferred items on display (One per item)	60 maximum
TOTAL	100

Award

First Place \$1,000
 Second Place \$500
 Third Place \$250