

January 2012
The Idaho-E. Oregon Onion Committee's
Onion Lover's Month Retail Display Contest
All-American Winners
You could be a WINNER too!
Grand Prize is \$1,500.00



Here are the Details:

To enter, retailers are asked to create an attention-getting display that promotes Idaho-E. Oregon Onions. The contest is open to retail supermarket chains and independents only. Displays must be in place at least one week during the January 1 – January 31, 2012 contest period. The displays must be set up in the produce section of the store and must include the following: Idaho-E. Oregon Onions (bag/bulk or both) that have a clearly discernable label showing the Idaho-E. Oregon name.

Retailers can use the POS materials provided by the Idaho-E. Oregon Onion Committee and/or they may create their own display support materials. The following criteria are strongly encouraged:

- Creativity-use and All-American theme such as Committee supplied POS material, USA Flags and props to communicate buying USA onions.
- The use of Idaho E. Oregon Onions that have a clear and discernable official Idaho-E. Oregon Onion Committee Logo (Idaho outline with onion in rectangular box-as shown on www.USAONION.com)
- The use of QR Codes (Quick Response Codes), available as downloads at www.USAONIONS.com

Additional Judging Criteria

Entries will be judged and prizes awarded by the Idaho-E. Oregon Onion Lover's Month Retail Display Contest review committee. Entries will be judged on the following criteria: use of Idaho-E. Oregon Onion signage and logo; creativity of the display; perceived success in generating incremental sales for those products; and, perceived impact on the produce section and the store. The decisions of the committee are final. Entries are limited to one per store.

Entries are accepted by mail or by email with digital photo attachments. Please include an official entry form or a copy of one with each photo identifying the entrant's name, address, and store name and business phone number on the back of each photo that is mailed or in each email submission. Digital or print photos are both accepted. However, Polaroids are strongly discouraged due to poor picture quality. Also accepted, is any other material such as newspaper ads, invoices, etc. that will verify the success of the display.

All entries must be received no later than February, 28, 2012. Please mail entries to: Idaho-E. Oregon Onion Committee, PO Box 909, Parma, ID 83660. If using overnight mail service, please send to 118 N. Second Street, Parma, ID 83660. All winners will be notified by March 31, 2010. Please direct email submissions and/or questions to: onionjones@gmail.com, Sherise Jones, Marketing Director.

Prizes Awarded:

\$1,500.00 - Grand prize (One Grand Prize winner awarded.)

\$1,000.00 - First Prize (One)

\$750.00 - Second Prize (One)

\$500.00 - Third Prize (One)

\$250.00 – Honorable Mention (Five)

AND \$500.00 Random Drawing (one winner drawn from all qualifying entries)

Pre-Printed POS material and additional digital Images not found on the www.USAONIONS.com website are available upon request, Email: onionjones@gmail.com