





# **Dairy chef - Proposal**

2022 Theme: Sustainability and innovation for meals in the future

## **Hosted by GMIT**



## 1. Purpose

Spearheaded by the French Ministry of Europe and Foreign Affairs under the haut patronage of most renowned chef Alain Ducasse, <u>Good France</u> (*Goût de France* in French) offers cuisine aficionados on the 5 continents a chance to truly appreciate the fine flavours of French cuisine on 6<sup>th</sup> April 2022. Following the success of the two previous editions of Dairy Chef, which were held in Dublin on 21<sup>st</sup> March 2018, and Paris on 3<sup>rd</sup> April 2019, and the pandemic which forced us to cancel the 2020 and 2021 editions, we are pleased to announce the 2022 edition.

To highlight this event the <u>National Dairy Council</u> (NDC), the French <u>Centre National Interprofessionnel de l'Economie Laitière</u> (Cniel) and the <u>Embassy of France in Ireland</u> will come together to launch the fourth edition of Dairy chef scholastic culinary competition hosted by the Galway International Hotel School at the <u>Galway Mayo Institute of Technology</u> (GMIT).

Up to 6 French finalists and the same number of Irish finalists will participate in a cook-off final in GMIT, Galway. Culinary students of top educational institutions in France and Ireland will be invited to create a three-course menu celebrating Irish and French dairy produce. Each dish created must include **dairy as the main ingredient**. Pairs will be formed with one Irish student and one French student when the finalists are chosen. Each pair will be given a basket of ingredients and will have from the moment they are selected until 2 weeks before the final (approximately two months) to create a menu around Dairy products.

**New scheme in 2022**, 2 competitions will take place. One competition (Strand 1) will be made-up of students below Bac+2 level in France (BEP, CAP, Bac, Bac pro etc.) and up to level 6 in Ireland (College of further education). Another competition strand (strand 2) will involve students with BTS or more (in France) and level 6 or more (in Ireland). There will be 3 teams of 2 competitors (1 Irish + 1 French) per strand so 12 students in total (6 per strand) and a single jury will judge the 2 strands of the competition.

### 2. Theme

The pandemic has revealed the urgency of global actions for health, climate, and nature and has reconnected people to their close environment. The theme chosen reflects **new approaches to cooking**. Students will be asked to take into account requirements for **sustainable meals**: zero waste, local and healthy ingredients etc. **Innovation** should also be at the heart of the menu proposed by the competitors. Innovation could be present in the cooking techniques, recipes etc.

Relevance to the theme will be part of the evaluation criteria during the selection phase and the final phase.

#### 3. Participation

This contest is free to enter and open to culinary students in full-time education in participating Higher Education institutions in France and Ireland who are 16+ years on the day of the final and wish to participate in the recipe contest.

The organisers will consider as a participant any person who has provided their recipe, accepting all the terms and conditions of the contest, the awarding of the prize and agrees to be present in Galway from Tuesday 5<sup>th</sup> April (get together event in the evening) until Thursday 6<sup>th</sup> April (departure). The Cook-Off final takes place on Wednesday 6<sup>th</sup> April 2022 (7:30am-2pm + award ceremony in the evening) at the GMIT. All travel and accommodation costs of the finalist in relation to the contest will be covered by the organisers, partners and sponsors within the limit of the maximum amount given by the sponsors.

Participants must provide contact information: name, surname, country, institution, links to social network(s), email address and phone number. Organisers will have the right to communicate on names and institutions of participants, elements of their menus and photos taken during the competition and related events on social networks, websites and in the press.

**Registration will follow a two-step process**: institutions need to register and select internally the student(s) that will represent their institution and submit a menu. A **preparatory meeting with the organisers** will be held **for tutors** in all registered institutions.

#### 4. Timeline

**15<sup>th</sup> October 2021** Opening of the call for applications

**19**<sup>th</sup> **November 2021** Deadline for institutions to register to the competition

**17<sup>th</sup> December 2021** Deadline to file student applications

14<sup>th</sup> January 2022 Selection and announcement of the finalists

Each team will be paired on that day by a random draw

6<sup>th</sup> April 2022 Final

#### 5. Judging panels

The finalists will be selected by a judging panel.

- Representative of the Embassy of France in Dublin,
- Representative of the Embassy of Ireland in Paris,
- NDC representative,
- Further education representatives
- Chefs based in France and Ireland

## 6. Prize

Coming soon

#### 7. Procedure and rules of participation

**Registration will follow a two-step process**: institutions need to register (online form available in the call) and select internally the student(s) that will represent their institution and submit a menu. A **preparatory meeting with the organisers** will be held **for tutors** in all registered institutions.

Any entrants meeting the criteria set out in the Terms and Conditions may participate by providing a three-course menu to the person in charge of the competition in their institution. Each recipe on the menu should:

- use a dairy product as a key component,
- participate to the theme of the year,
- be tasty,
- be well presented.

Dairy products used must come from Ireland or France only.

Each participating institution will report on the number of participants considered and will select champions who will be permitted to continue in the competition. Each French institution may select only one champion. Each Irish Institute of Technology may select up to two champions. Each Irish college affiliated with ETBs may select up to one champion.

All participating institutions will be invited to attend (remotely) a meeting prior to the champion's selection. During this meeting, organisers will explain the rules, programme of the cook-off and answer questions from the tutors.

Selection of champions will be made through multimedia files (content and format specified later) sent by the candidates.

For French participants: recommendation will be made that a certain level of proficiency in English is needed.

Teams will be drawn by the jury on the day of the selection, in January. Teams and content of the basket of ingredients will be revealed with the results of the selection.

Each team will have until beginning March to work on their menu for the cook-off and send it to the organisers. Teams can request 1 ingredient not included in the basket (provided that the ingredient is easy enough to find in Ireland).

Each participant is solely responsible for the content and photographs that she/he is sending and guarantees that he/she is the author or has the necessary rights and permissions from the author or owner for its use. The organisers of the competition accept no liability for any claim for infringement of intellectual or industrial property rights or photo rights.

#### 8. <u>Promotion</u>

The competition will be promoted on communication channels of NDC and Cniel including their websites, through GMIT and by the French Embassy in Ireland.

A PR campaign will be funded by both sponsors to produce two 1 to 3 minute professional videos/animations showcasing the events in Galway (competition and awards ceremony) and the gastronomy experiences of the finalists in France and in Ireland, highlighting the contribution of the respective sponsors and any hosting partners as deemed necessary by the sponsors. The videos will be promoted through the YouTube <a href="mailto:channel">channel</a> of the Embassy of France in Ireland.