# 2021 Registration Form

### DO YOU HAVE THE PROFILE OF EXCELLENCE?

**You could win  
  
*one $5,000 grant or one of two $2,500 grants  
+******one $1,500 grant****for remarkable efforts in sustainable development*

The *Tournez-vous vers l’excellence!* contest is an initiative of La Financière agricole du Québec (FADQ) in conjunction with the Centre de référence en agriculture et agroalimentaire du Québec (CRAAQ).

This contest aims to promote and offer special recognition for the **individual contribution of aspiring farmers** to the success of their farm business.

The Fonds d’investissement pour la relève agricole (FIRA) will also award **a $1,500** **grant** to one of the 10 finalists who stand out due to the pertinence of their training and how they leveraged the coaching or mentoring they received to make their business project a success.

### Eligibility Requirements

**You must**

* Be an agricultural producer or producer-processor.
* Be between 18 and 40 years old, by the time the application period ends on April, 29, 2021.
* Hold at least 20% of the shares in your farm business, and have done so for at least 2 years, either as a partner or buyer of an existing operation, or as founder of a new operation.
* Have received a start-up or establishment grant under the Financial Support for Aspiring Farmers program or have received confirmation that the support will be granted.

### Procedure

**You must**

* Fill out this questionnaire on a computer; all questionnaires filled out by hand will be rejected.
* Answer all the questions clearly and carefully.
* Personally sign the questionnaire.
* Have your answers authenticated by a FADQ advisor (allow enough time for this).
* Send your questionnaire with the required signatures by email:

[concoursexcellence@fadq.qc.ca](mailto:concoursexcellence@fadq.qc.ca)

**Registration deadline**

We must receive your completed questionnaire no later than

***April 29, 2021 at 11:59 p.m.***

### Important Information

**QUESTIONNAIRE**

The purpose of this questionnaire is to allow the jury to determine your contribution to the success of your farm business. The jury will consider your skills, your creativity, and your level of social and environmental concern, and measure their impact on your farm business.

**The application must be made in the name of one person only** because it is the entrepreneur’s individual contribution that is being highlighted, even if two people are equal partners in the farm business.

The spouse or the partner of a former grand prize winner cannot participate.

This questionnaire is the only document required to support your application, **along with your** **financial statements** from the past year.

**Applicants are assessed only on the basis of this questionnaire.** The jury members will not visit farms to assess applications.

You may ask a FADQ advisor to help you fill out the questionnaire.

**PHOTOGRAPH**

We invite you to include a photograph of yourself with your submission. It will not be submitted to the jury. La Financière agricole will use it only in the event that your entry is selected as a finalist to promote the contest on its website and social networks. If you provide a corporate website or Facebook page in the space designated in this form, we may also use it in our promotion.

**APPLICATION ASSSESMENT**

All applications will be examined by a jury of experts whose decision will be final and without appeal.

The jury will pay special attention to the applicant’s individual contribution to the success of the farm business. This must therefore be explicitly demonstrated, with figures to back it up.

**AWARDS**

The 10 contest finalists will be invited to the awards ceremony during the Colloque Gestion, a business management convention sponsored by the Centre de référence en agriculture et agroalimentaire du Québec (CRAAQ):

**November 24, 2021**

at the Victorin Hôtel et Congrès, in Victoriaville

The winners **must be present**\* to receive their award and the trophy recognizing the quality of their work.

**UNSUCCESSFUL APPLICATIONS**

Applicants who are not selected as a grand prize winner or a runner up in 2021 will be eligible to participate in the next contests, provided they meet the above-mentioned eligibility criteria.

The members of the jury, board members, managers, and employees of La Financière agricole, and their immediate relatives (spouse, child, parent, brother, or sister) and persons living under the same roof are not eligible.

\* The nature of the format, whether in-person or by webcast, has not yet been decided.

***Supporting aspiring farmers is central  
to La Financière agricole’s mission!***

### General Information

The purpose of this section is to identify yourself to the jury members and to help them better understand the role you play in your farm business.

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| **Name**: | | |
| **Age**: | | |
| **Address:** | | |
| **Municipality:** | **Province:** | **Postal code:** |
| **Home phone number:**         - | **Work phone number:**         - | **Mobile phone number:**         - |
| **Email Address:**  Business website or Facebook page, if applicable: | | |
| **Business name:**  **Please check the appropriate answer:** Family farm business transfer:       Start-up of a new farm business:       Non-family farm business transfer:  **Legal business structure:**  **Main production sector of the business:**  **Since when have you held at least 20% of the shares in this business?** | | |

***In the case of a group operation***

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| **Number of members in the group:** | **Number of people you need to interact with on a daily basis:** |
| **Describe your responsibilities in the farm business** **(MAXIMUM 5 LINES):** | |

### Section 1. Contribution to the business plan or to the set-up project (20% of the overall score)

The contest jury members want to know the nature of your contribution to the production and implementation of your business plan or set-up project. Did you help write it up? Did you make changes to it, have any influence on it, or help develop it? They also need to determine to what extent the farm business has reached its goals.

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| **1.1** Describe the key elements in your business plan. Elaborate on your own vision of the business and your main short-term and long-term goals. (MAXIMUM 20 LINES) |

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| **1.2** Did you develop a business plan for your start-up or a set-up plan for the farm acquisition? How did you proceed? (*Purchase of the business or shares in the business, additional priority investments required, development and monitoring of a budget, etc*.) (MAXIMUM 10 LINES) |

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| **1.3** Did you identify the risks to which your business is exposed, both internal and external? If so, what are they and what have you personally done to minimize or manage them? (MAXIMUM 10 LINES) |

### Section 2. Training, skills, and commitment (20% of the overall score)

The purpose of this section is to help the jury members determine your skills, your impact on the administration of the farm business, and in what way your choices and decisions distinguish you from other entrepreneurs in this sector.

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| **2.1** Describe your training. How did it prepare you to establish yourself in the agriculture sector? How did you apply the training you received to business management *(for example, at the technico-economic and environmental levels)* and human resource management?(MAXIMUM 20 LINES) |

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| **2.2** In terms of continuing professional development, describe and explain how you intend to upgrade your skills *(courses, symposiums, on-site visits, training programs, etc.)*. (MAXIMUM 10 LINES) |

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| **2.3** If you call on experts or partners, what fields are they in and at what point do you contact them? How do they contribute to the success of your business?  (MAXIMUM 10 LINES) |

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| **2.4** Do you belong to any local or regional agricultural (or other) associations or groups? If yes, what are they and how long have you been a member? What role do you play in these groups? What is the impact on your business? (MAXIMUM 10 LINES) |

### Section 3. Management qualities and business development (20% of the overall score)

This section will show the jury members what you are doing to stimulate the development of your farm business and to enhance its image or influence, if applicable.

* **If you received an FADQ loan**, the jury would look at your financial statements for the past year.
* **If you have no business relationship with the FADQ,** please **include your financial statements** with this questionnaire.

Don't hesitate to support your argument with figures, such as your financial results, efficiency gains in terms of performance, and other results characterizing the progress of your business. You can draw on your technico-economic data for support.

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| **3.1** What measurement and control tools are in place to ensure your operation’s **financial tracking**? What analysis have you conducted of the operation's financial results since its inception? (*Changes in situation in recent years, working capital, comparison of results with budget forecasts, assessment of the operation’s financial health (balance sheet))* (MAXIMUM 20 LINES) |

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| **3.2** What measurement and control tools have been implemented to ensure your operation’s **technico-economic tracking**? What methods and criteria do you use for your calculations and assessments?(MAXIMUM 20 LINES) |

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| **3.3** What technological investments have you made over the last three years to improve your operation’s financial and technical performance? (MAXIMUM 10 LINES) |

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| **3.4** Describe the decision-making process (financial, technical, human, etc.) in your business and, if applicable, relate your input to that of other business partners.(MAXIMUM 10 LINES) |

### Section 4. Sustainable development approach used by the farm business (20% of the overall score)

Sustainable development meets current needs without compromising the capacity of future generations to meet their own needs. It is based on long-term vision and takes into consideration the indivisible nature of the environmental, social, and economic aspects of the operation.

This section will give the jury the means to determine your contribution to sustainable development. This way, it can assess the efforts you have made, beyond legal or coercive considerations, to help improve the environment and ensure more harmonious cohabitation with the wider community.

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| **4.1** ECONOMIC COMPONENT  How does your farm business contribute to the region’s development? *(job creation, local sales, impact of farm tourism, etc.)* (MAXIMUM 10 LINES) |

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| **4.2** SOCIAL COMPONENT  How do you ensure your operation’s harmonious cohabitation within the wider community (*means put in place to limit noise, odours, dust, etc*.) and how do you highlight your activities at a local level? (MAXIMUM 10 LINES) |

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| **4.3** SUSTAINABLE AGRICULTURAL PRACTICES  Describe the sustainable agricultural and environmental practices you apply in your farm business *(rotating crops, creating riparian buffers, using an integrated pest management method, adopting codes of conduct and practices for animal welfare,* *developing* *waste management strategies, seeking energy efficiency and exploring renewable energies, using recyclable packaging, etc.)* (MAXIMUM 15 LINES) |
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| **4.4** OCCUPATIONAL HEALTH AND SAFETY  Describe the occupational health and safety measures you promote in your farm business.  (MAXIMUM 10 LINES) |

### Section 5. Contribution to the farm business (10% of the overall score)

This section will help the jury assess your contribution to the overall development of your farm business. You can enter any relevant information that you have not yet had the opportunity to discuss. The goal is to highlight the strengths of your entrepreneurial spirit and leadership within your business.

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| **5.1** What are the elements that distinguish you from other entrepreneurs or the elements you are most proud of in your career? How do you see the future prospects of your business and what will you prioritize to achieve your goals?(MAXIMUM 15 LINES) |

**NB:** 10% is reserved for the jury's overall opinion of the applicant.

### Applicant’s Consent and signature

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| I, the undersigned,                    , hereby:  **(enter your name)**  **FINANCIAL DATA**  **(initial as proof of consent)**        Authorize the members of the jury for the 2021 *Tournez-vous vers l’excellence!* contest of La Financière agricole du Québec to consult the financial data that I provided them or that they already have.        Consent to the use of the financial data on my farm business by the members of the jury to assess the merit of my application. All data and answers remain strictly confidential.  **AUDIOVISUAL PRODUCTIONS**  **(initial as proof of consent)**        Agree, should La Financière agricole du Québec declare me the winner of or a runner up in the 2021 contest, to allow the organization to produce a video or videos of me and my farm business to be shown during the awards ceremony and, subsequently, to use said video(s) for promotional purposes on its website and social networks.        Also agree, should La Financière agricole du Québec declare me the winner of or a runner up in the 2021 contest, to take part in a photoshoot, which La Financière agricole may use for advertising purposes.  **PROMOTION**  **(initial as proof of consent)**        Agree, on behalf of the business, on my own behalf, and on behalf of my heirs and administrators, to the use, publication, reproduction, distribution, and presentation in whole or in part of the videos and photos taken in connection with my participation in the 2021 *Tournez-vous vers l’excellence!* contest and to any photographic or electronic reproduction in which I or my dependent children may appear that would be used by La Financière agricole du Québec at its discretion for the purposes of promotion, communication, or information.        Waive, on behalf of the business, on my own behalf, and on behalf of my heirs and administrators, any form of remuneration, advantages, royalties, or any other right relative to these same videos and photos or to their use by La Financière agricole du Québec.  **PERIOD OF CONSENT**  This consent is valid only for a period of five years and may be withdrawn at any time by notifying La Financière agricole in writing.  **Applicant’s signature:**    **Date :** |

### advisor’s identity and signature

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| **Name of the La Financière agricole du Québec advisor:**            .  ***I hereby authenticate the answers given in this questionnaire.***  **Advisor's electronic signature:**  **Date:** |