Entry Process

• All entries must be submitted using the official online Entry Form.
• Submit only one (1) entry per Entry Form. You may submit more than one entry in each category.
• Once your entry has been submitted, you may not modify it.
• Once your entry has been received, you will receive an email confirmation.
• You are encouraged to provide supporting documentation, such as product information, print materials, photographs, video links, consumer research data, metrics related to the entry, etc.
• All materials must be in English.
• You may include up to five (5) supporting items (maximum 100MB each file).
• Questions? Email FoodInnovationAwards@heart.org.
• More information available at heart.org/FoodInnovationAwards.
• All entries must be received by September 16, 2019.

Required Elements

At a minimum, please address these required elements in your description on the Entry Form:

• Is the Innovation original? How is it different from any similar initiatives currently in the foodscape?
• How does the Innovation challenge existing paradigms and present an innovative solution in addressing a critical barrier to progress in the foodscape?
• How does the Innovation develop or employ novel concepts, approaches, methodologies, tools or technologies?

Other Elements to Consider

Here are some examples of elements to consider including in your entry. If there are other aspects or attributes of your Innovation you feel are relevant, please also include those. It’s helpful (but not required) to provide data demonstrating results over a period of time.

Innovation in Nutrition category

Innovation results in a significant positive shift in nutrient quality that includes positive food group or ingredient increases (e.g. fruits, vegetables, whole grains) and/or negative ingredient decreases (e.g. sodium, added sugars, saturated fat). For example:

• Innovation resulting in reduced calories, sodium, saturated fat, and/or added sugars for a meaningful percentage of sales/volume/portfolio.
• Innovation resulting in increased levels of fruits, vegetables and/or whole grains for a meaningful percentage of sales/volume/portfolio.
• Acquisitions, disposals, research and development investments or other partnerships resulting in improved nutrition or new healthier products.
• Development of innovative technology or ingredient to produce healthier product(s).
• Innovative collaboration across two or more sectors of the food supply chain resulting in development of or increased availability of healthier product(s).

Innovation in Health Promotion category
Innovative practices in labeling, marketing, pricing, affordability, distribution, accessibility, choice architecture, etc. that result in significant positive impact. For example:
• Practice resulting in increased distribution or accessibility of healthier product(s).
• Practice resulting in improved affordability of healthier product(s).
• Practice that enhances choice architecture or encourages consumer selection of healthier product(s) at point of decision.
• Packaging innovation resulting in reduced portion size or calories, or increased sales or availability of healthier product(s).
• Innovative use of labeling or nutrition profiling system.
• Innovative use of marketing, including targeted marketing of healthier product(s) to diverse populations or investment in marketing spending on healthier product(s).
• Implementation or support of community health initiatives resulting in measurable and improved health outcomes.

Impact and Significance
• How does the Innovation relate to and support the mission of the American Heart Association to be a relentless force for a world of longer, healthier lives?
• Does the Innovation address an important nutrition security, access or sustainability issue directly related to cardiovascular health and brain health?
• Will public health be significantly improved?
• How could the positive impact on public health be validated by metrics or objective measurement (now or in the future)?
• How will you evaluate the Innovation and track results?
• Is the Innovation likely to drive further changes in the field?
• How does the current foodscape/food supply environment contribute to the impact of this Innovation?
• Can you provide relevant consumer data (if available) to suggest consumer interest for this Innovation?