

Dairying for Tomorrow Contest Rules

AMERICAN DAIRY ASSOCIATION NORTH EAST, INC. DAIRYING FOR TOMORROW CONTEST OFFICIAL RULES

No purchase necessary to enter or to win. A purchase will not increase your chances of winning.

1. **Eligibility:** The American Dairy Association North East, Inc. ("ADANE"), Dairying for Tomorrow Contest (the "Contest") is open only to dairy farms shipping milk and receiving a milk check in New York, New Jersey, Pennsylvania, Maryland, Delaware or Virginia. Employees, officers and directors of ADANE and its parent organizations, affiliates and sponsors and their immediate family members (mother, father, sibling, child and spouse) are not eligible to enter the Contest.
2. **Contest Period:** The Contest begins on at 8:00 a.m. Eastern Time-Wednesday, January 15, 2020 All applications must be received by Monday, June 15 2020 at 5:00 p.m. Eastern Time. Contest winners will be announced by Friday, July 10, 2020.
3. **How to Enter the Contest:** Fill out the free online application available at <http://www.americandairy.com/dairying-for-tomorrow/>.
4. Farms entering the Contest can enter to win in all 3 categories: Animal Care, Environmental Stewardship, and Community Outreach. However, a separate application must be submitted for each category, and a farm will not be recognized as an overall winner or honorable mention in more than one category.
5. To enter the Contest, you must submit all information required in the online application during the Contest Period. Incomplete or late entries will be disqualified.
6. There will be 3 overall winners (1 in each category) and 3 honorable mentions (1 in each category) selected from among the applicants.
7. **Selection Criteria:** Applications will be reviewed by a panel of judges appointed by ADANE and who may be ADANE staff members. Each participating farm will be assigned a score based upon the judges' determination of how well the farm's application satisfies the criteria set forth below. Winners and honorable mentions will be selected based upon the total points received. In the event of a tie, each judge will vote for the farm that, in their opinion, best satisfies all applicable criteria, and the farm receiving the most votes will be the winner. If no winner is established, a final decision will be made by ADANE staff.

Judging Criteria

	<u>Maximum Score</u>
A. Application includes all required information	5 points
B. Demonstrates unique practice that benefits overall success of farm and/or community	45 points
C. Overall impact to farm or community - Practice will help dairy succeed in the future	30 points

- D. Dairy leadership 10 points
- E. Community leadership 10 points

Odds of winning depend upon the number of eligible applicants entering the Contest. By entering the Contest, each participant agrees to be bound by the decision of the judges, which will be final and binding on all participants.

8. All winners will be subject to a farm inspection to be performed by an ADANE staff person. Failure to allow this inspection will result in disqualification.
9. Prizes:
 - A. Each winner will receive a barn sign recognizing their achievement (value \$20).
 - B. ADANE will make a donation on behalf of each overall winner, and at such overall winner's option:
 - i. of \$1,000.00 in dairy products or equipment to a regional food bank selected by the winner, or
 - ii. of \$1,000.00 to a local school district selected by the winner to implement a dairy optimization effort, such as a smoothie program or yogurt bar.
 - C. All award recipients will receive a photo shoot of their farm (value \$1000.00).
10. No substitution or transfer of prizes is permitted. ADANE is not responsible for paying any taxes associated with prizes distributed as part of the Contest.
11. Data Protection/Privacy Policy: Information collected regarding the Contest is subject to our privacy policy, located on the ADANE website, (www.americandairy.com), and applicable data protection laws. Each participant and each person applying agrees to the collection, processing and storage of their personal data for purposes of the Contest and for any other purpose allowed by ADANE's privacy policy.
12. Voluntary Participation; Media Rights: Participation in the Contest is voluntary. By participating in the Contest or accepting any prize, each participant grants ADANE, or its designee, permission to use his, her or its name, picture, likeness, address (city and state), biographical information, voice recording and any statements made by such participant regarding the Contest or its business operations for promotional or publicity purposes without notice, further permission or compensation.
13. Except where prohibited by law, any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Contest, but in no event attorneys' and/or experts' fees; and each participant hereby waives all rights to claim punitive, incidental and consequential damages and any other damages (including attorney's fees), other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. Each participant acknowledges that no other party nor any

agent or attorney of any other party has made any promise, representation or warranty whatsoever, express or implied, not contained herein concerning the subject matter hereof, to induce the participant to execute any document and the participant acknowledges that he or she has not executed any document in reliance on any such promise, representation or warranty not contained herein. Any waiver by ADANE and its affiliates of any term of any document in an instance shall not be a waiver of such term for the future. Each participant agrees that the invalidity or enforceability of any part of any document shall in no way affect the validity or enforceability of any of the remainder of that document.

14. Notification of Prize: Winners will be notified by ADANE at the address identified on their application.
15. Sponsor: The Sponsor of the Contest is American Dairy Association North East Inc., 100 Elmwood Davis Road, North Syracuse, NY 13212. The Contest is not otherwise sponsored, endorsed or administered