

INDUSTRY ACHIEVEMENT AWARDS

CHFA Connect Fall 2021 Industry Achievement Awards

Criteria and Eligibility

Please note that recipients of regional awards are not eligible to win two years in a row (ex. CHFA East 2020 and CHFA East 2021) and recipients of non-regional awards are not eligible to win back to back shows (ex. CHFA West 2021 and again at CHFA East 2021).

Voting **Retail Members** may nominate candidates for any of the following awards:

- Brand Impact Award
- CHFA Award for Excellence in Sales (Regional)
- Retail Innovation Award (self-nominations encouraged)
- CHFA Celebrating Diversity Award (self-nominations encouraged)
- CHFA One to Watch Award
- Agent of Change Award (self-nominations encouraged)
- Woman of Influence Award
- CHFA Organics Achievement Award*

Voting **Supplier Members** may nominate candidates for any of the following awards:

- Retail Innovation Award
- CHFA Award for Excellence in Retail Sales (Regional)
- Brand Impact Award (self-nominations encouraged)
- CHFA Celebrating Diversity Award (self-nominations encouraged)
- CHFA One to Watch Award
- Agent of Change Award (self-nominations encouraged)
- Woman of Influence Award
- CHFA Organics Achievement Award*

Associates may nominate candidates for any of the following awards:

- CHFA Organics Achievement Award*

** Nominations for the CHFA Willie Pelzer Memorial Hall of Fame, CHFA Organics Achievement Award and CHFA John Holtmann Leadership Award are collected on an ongoing basis. Each award is presented annually at CHFA shows on a rotating basis.*

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CHFA Organics Achievement Award

The CHFA Organics Achievement Award is presented to an individual in the Canadian natural products and organics industry for outstanding contribution to the development and growth of the organics industry.

Criteria:

- Minimum of 15 years industry service and participation
- Significant contribution(s) that helped shape the industry
- Demonstrated leadership and/or innovation in the industry
- Peer recognition in promoting, marketing, educating and/or otherwise supporting the industry
- Canadian citizen/resident

Brand Impact Award (self-nominations encouraged)

This award is presented to a brand that has executed a best-in-class marketing campaign within the past 12-months. This may cover PR, out of home (OOH), digital, direct or integrated campaigns.

Criteria:

- Campaign must have been aired, implemented or released to the public for the first time no earlier than September 2020
- Must show originality in campaign creative
- Supporting visual material for campaign must be provided
- Marketing materials and claims must be compliant with current Canadian regulations

CHFA Award for Excellence in Sales

This award is presented to a sales representative who exemplifies leadership and exceptional service. Nominees must be employed by a CHFA Supplier member in good standing. A regional award, nominees must be based in Eastern Canada (ON/QC/NL/NS/NB/PE). The recipient is also presented with a monetary award.

Criteria:

- Demonstrates knowledge and promotion of company's products
- Provides accurate, reliable information
- Meets their retailers' expectations of courtesy and service
- Helps natural health products retailers to maximize their potential
- Shows commitment to our industry

INDUSTRY ACHIEVEMENT AWARDS**Retail Innovation Award (self-nominations encouraged)**

This award is presented to a retailer that has demonstrated innovation and creativity in retail within the past 12-months. This may include original in-store design, best in class consumer experience for online or omni-channel shopping, or creativity in digital advertising or communications.

Criteria:

- Must demonstrate innovation or creativity within the retail space (in-store or online)
- Execution of design enhancements (i.e. improvements to store design, online/omni channel experience, or digital marketing) must have been implemented for the first time no earlier than September 2020
- Supporting visual materials and summary of impact to consumer must be provided

CHFA Excellence in Retail Sales Award

This award is presented to an individual working in retail sales who exemplifies leadership through outstanding customer service and product knowledge, merchandising skills and encouragement of suppliers in the health food industry. Nominees must be employed by a CHFA Retailer member in good standing. A regional award, nominees must be based in Eastern Canada (ON/QC/NL/NS/NB/PE).

Criteria:

- Outstanding product knowledge
- Promotes products
- Exceptional courtesy and service
- Supports CHFA supplier members
- Shows commitment to our industry

CHFA Celebrating Diversity Award (self-nominations encouraged)

This award acknowledges and celebrates organizations engaged in efforts that create a more inclusive institutional culture that promotes diversity and equity.

Criteria:

- Culture of diversity and inclusion within their organization
- Strong focus on the importance and the benefits of managing diversity, equality and promoting a culture of inclusion
- Collaboration with individuals and other organizations that have shared goals around inclusion.
- Implementing creative and inclusive work policies to support the needs of a diverse staff
- Engages in diversity and inclusion efforts in a collaborative way
- Has a trusted framework to ensure continuous assessment and reflection about the needs, strategies and goals to ensure attention to changing dynamics
- Motivates and inspires community and other organization around them

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One to Watch Award

This award is presented to an individual who has demonstrated key initiatives implemented that measurably contributed to a company's success or impacted the natural health industry in Canada.

Criteria:

- Nominee company must be member of CHFA, in good standing
- Presented to an **individual under 30** who has demonstrated exceptional achievement and significant contribution to their profession or community
- Progressive personal development or upward career growth
- Demonstrated key initiative implemented that advanced a company objective or the natural health products industry
- Demonstrates innovation and creativity
- Motivates and inspires others around them

Agent of Change Award (self-nominations encouraged)

The Agent of Change Award acknowledges the presence of dedicated advocates and activists within our community. Presented to a CHFA Member company or individual that has made substantial contributions through their social justice advocacy work and who are champions of social justice and change.

Criteria:

- Must be a current CHFA Member in good standing
- Demonstrates dedication to the advancement of social equity through advocacy and/or activism
- Significant contributions to support social justice through their time, actions and dedication
- Advocacy work generated support or raised new awareness among the community
- Motivates and inspires their community and other organizations around them

Woman of Influence Award

The Women of Influence Award celebrates a female leader who plays a vital role in building a better and more prosperous business and industry.

Criteria

- Nominees must be employed by a CHFA member in good standing
- Demonstrate professional growth by outstanding progress in her career
- Has made significant contributions that lead to inspiring change and/or innovation to improve outcomes for their organization
- Demonstrate strategic vision and leadership at her current organization and throughout her career
- Demonstrates commitment to fostering growth and development of women by sharing guidance and professional skills