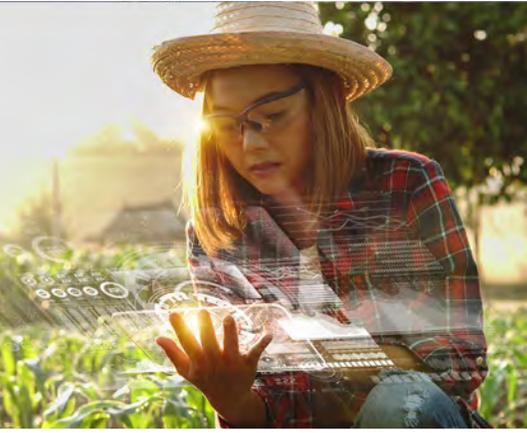




# Foodscape Innovation™ 2020 Awards



## The American Heart Association is committed to helping people live longer, healthier lives.

The American Heart Association believes that everyone deserves access to affordable, nutritious foods as well as resources to make healthier choices. We want to increase consumer demand for healthier foods and beverages and strengthen the food system by improving nutritional quality, availability, affordability and sustainability.

### FOODSCAPE

Places and spaces where food is grown, manufactured, marketed, acquired, prepared, consumed, talked about or given meaning.

We know we can't do it alone. That's why our Foodscape Innovation™ Awards honor and promote healthy innovations in the foodscape. We want to inspire leaders in every area of the food industry — from pre-production to consumption — to challenge the status quo and discover new ways to improve our nation's health.

The American Heart Association is working to create a world of longer, healthier lives through nutrition security for all. We are encouraging innovative leaders across the foodscape to build a sustainable food system that supports good health.



### Are you an innovator? Show us!

Are you taking bold steps to build a better foodscape? Apply today for the second annual **Foodscape Innovation Awards**, where we're supporting leading-edge innovations and accelerating transformational change. We want to publicly recognize the impact you're making and acknowledge your efforts to break down barriers to healthy eating.



## Recognizing and Rewarding Innovation

### WHO IS ELIGIBLE?

The awards are open to companies/organizations operating in the U.S. from all sectors of the food and beverage industry who are working to increase health and equity into the food system, including:

- Agriculture
- Consumer packaged goods (CPG) companies
- Ingredient suppliers
- Packaging companies
- Processors
- Restaurants and foodservice
- Retailers
- Technology providers
- Trade/commodity groups
- Vending companies

*NOTE: Tobacco companies or their corporate subsidiaries, parent companies or foundations are not eligible.*

### WHAT INNOVATIONS WILL BE RECOGNIZED?

Changing lives for the better can take many forms. Examples may include innovations that result in:

- A shift in nutrition quality that increases positive foods or ingredients (such as fruits, vegetables and whole grains) and/or decreases negative nutrients or ingredients (such as sodium, added sugars and saturated fat).
- Improved availability, accessibility and/or affordability of healthier products.
- Increased demand and/or desirability of healthier products.
- Promotion of healthy eating practices.

**NO IDEA IS TOO FAR OUTSIDE THE BOX.**

We look forward to hearing how you're making a difference for the health of people and their communities.

### HOW ARE APPLICATIONS EVALUATED?

Applications are scored by judges with expertise in areas such as nutrition, food science, environmental sciences, retail, food manufacturing and public health. Innovations must be original and must have been introduced into the marketplace on or after May 1, 2017.

The judges look at three broad criteria:



Innovation



Health Impact



Market Relevance

The public can also vote for a consumer choice awardee among the finalists.

Learn more at [heart.org/FoodInnovationAwards](http://heart.org/FoodInnovationAwards)

**ENTRY DEADLINE:**

**July 24, 2020.**