



Northern Ireland Year of Food Photography Competition



To mark Northern Ireland's Year of Food we are launching a competition seeking iconic photography, capturing three key attributes **quality-naturalness-purity** of Northern Ireland produced or processed food. The subject matter must represent key sectors (Dairy, Meat, Poultry, Fish, Bakery, Fresh produce etc., etc.), either as a single sector or combined, the food can be cooked or uncooked as appropriate to sub sector.

To further acknowledge NI's rich heritage, the emphasis should also include Northern Ireland scenic background elements. The use of light and colour is important.

The photography competition is part of Invest Northern Ireland's Year of Food & Drink initiative. InvestNI is seeking photography to be used in promoting local food and drink in external markets. It therefore will have a commercial/trade end use in exhibition venues, events, digital, brochures etc.

The Institute for Global Food Security at Queen's University Belfast is delighted to support this InvestNI initiative; an opportunity to proudly depict the quality and uniqueness of NI produce.

The competition is open to all Queen's University Belfast staff and students (undergrad & postgrad). Applicants can enter up to a total of 5 photographs – for submission details, digital attachment or hard copy, see base of flyer.

The results will be judged by a panel comprising Prof Chris Elliott (QUB) plus Invest NI staff from the Food & Tourism Division and Trade Divisions, judging submissions against the criteria outlined above.

The competition will open on 1st October 2015 and end on 30th November 2015 (3pm).

Judging will be completed by 15th December and all applicants notified of the result by 18th December 2015



1st Prize - £300

2nd Prize - £150

3rd Prize - £50



Invest NI will use submitted photography in local and international markets without any restriction or usage charges. Invest NI will acknowledge the photographer by name. All applicants will receive an open e mail communication announcing the winners.

All applicants must include name and contact details to include phone numbers and email address with their submissions – we recommend that this also be included on the reverse of hard copy photographs.

Images can be emailed to Nigel Hardy, nigel.hardy@investni.com, or posted to Nigel Hardy (Head of Food Marketing), Food & Tourism Division, Invest Northern Ireland, Bedford Square, Bedford Street, Belfast BT2 7ES.