



2020 Hereford Photo Competition – Terms & Conditions

1. This photography competition is open to anyone that creates photos containing Hereford cattle.
2. Jeff Harvey's photography tips tutorial video is available to view at any time via Irish Hereford Breed Society or Irish Hereford Prime websites
3. All photos must be uploaded via the website link by midnight on the 28th August 2020 which is available on irishhereford.com and irishherefordprime.com
4. All entrants must provide the following details: *name; address; email address; phone number & herd number (herd prefix if pedigree breeder)* when uploading their entry
5. Junior applicants (Under 18) must provide parental permission when uploading their entry
6. All photos entries must be submitted by the photographer or with written permission from the photographer
7. All entrants acknowledge and consent that any photos entered in the 2020 Hereford photo competition may be used for the purposes of displaying entries. Entries may be published on IHBS and /or IHP websites and respective social media channels
8. An independent judge will shortlist the submitted entries in each category. These shortlisted photos will be available for the public to vote online from Thursday 3rd September 2020
9. All photo entries must include a caption to be a valid entry
10. No canvassing will be permitted during the shortlisting process and all decisions will be final
11. Each entrant may submit a maximum of two photos per category
12. If submitting two entries in the same category, at least one of those entries must include one or more people in the photo
13. All entries will be judged primarily on the photo quality and not just the cattle. Although good Herefords are always a winner!
14. Closing date for entries is midnight on the 28th August 2020

Prizes

- One prize will be awarded per category (6 prizes) - a choice of:
€200 SuperValu voucher or
€200 Farm Wardrobe voucher or
€300 Jeff Harvey Photography voucher to include
-A one to one mentoring session on photography and using your camera from Jeff Harvey, along with a family /couple /children's portrait captured by Jeff on the day at your house or on the farm.

- One prize will be awarded to the overall Winner - Overall winning cash prize of €500

Categories for Competition

1. **Show time** (using Jeff's top tips from the tutorial video) standing Pedigree Hereford animals for a photo as if at a show – all cows, heifers, bulls, calves accepted

2. **Cheeky Chappies** – Pedigree or Crossbred Hereford Calves – must be under 6 months of age

3. **The Boss** – Hereford Stock bull on his own or with a herd of Dairy or Suckler cows

4. **The Whitehead Cross** – Hereford cross heifers or steers in their natural environment

5. **Cooking time** – Best photo of cooked or fresh Hereford beef suitable for any occasion

6. **Why Hereford?** - A **video** of you and /or your family talking about /promoting all things Hereford!
 - The rest is up to the entrant, feel free to use your imagination - have fun & act safely!
 - Max. 90 seconds duration
 - Video entry to be uploaded to your own YouTube channel and the link uploaded via our entry page