

CLOSING DATE IS  
30 APRIL 2012

# Dairy Farmer of the Year

Innovative technical skills, cost management and marketing are at the heart of the dairy sector – and the winner will exemplify all these skills to deliver a profitable and sustainable farming business.

Complete your contact and business details on this form – and attach your achievements and plans for the following five areas. Then send them to *Farmers Weekly* at the address below.



sponsored by DairyCo AHDB

## CONTACT DETAILS

Your name [individual/family name/farm name/business name] that you would like on the trophy if you win:

Job title/position:

Address:

  


Postcode:

Telephone (land line and mobile):

Email:

Website:

## BUSINESS DETAILS

Company/Farm Name:

Farm Size:

Herd size:

Turnover and Profit:

(This information is in confidence and not for publication)

**>>>> PLEASE ANSWER ALL THE QUESTIONS ON THE FOLLOWING PAGES<<<<**

Send your entry to Farmers Weekly Awards, 3rd Floor LR, Quadrant House, Sutton, Surrey SM2 5AS or attach to an email to [linda.kimberley@rbi.co.uk](mailto:linda.kimberley@rbi.co.uk) by **30 April 2012**

## THE PROCESS

### How do I enter?

1. Complete the entry form with your name, address and basic farm facts
2. Answer the questions in the six key areas outlined below
3. You are encouraged to attach supporting documentation to enhance your application, e.g. business plans, accounts, environmental/biodiversity audits/research etc.
4. Send your entry to Linda Kimberley, 3LR, Farmers Weekly Awards, Quadrant House, Sutton, Surrey SM2 5AS or attach to an email to [linda.kimberley@rbi.co.uk](mailto:linda.kimberley@rbi.co.uk) by **30 April 2012**
5. If you are posting an entry you must supply 3 copies of your entry.

### How am I judged?

1. All entries will be judged on the below criteria
2. A shortlist of three entries will be selected from each category
3. The shortlist will be visited by a panel of judges during May, June or July. This visit will take a minimum of 3 hours.
4. A winner for each category will be selected after the on-farm judging visits and the winner's name will be revealed at the Awards Night on 4th October 2012
5. The overall winner will be selected by a panel of judges.

### What are the rules?

1. The entrant and partner should be available to attend the Awards Night on 4th October 2012 at the London Grosvenor House
2. The judges will need to meet the person, or persons, named on the entry form during the farm judging visits which will take place during May, June or July
3. The finalists' stories, and their photographs, will appear in Farmers Weekly and its related products as well as local and national press
4. The winner receiving their trophy should be the person(s) named on the entry form

### Data protection

By registering your details you indicate your consent for us to email you information about selected products, events and services from the FW Group, our parent company, our affiliated companies and from carefully chosen third parties unless you object to receiving such messages by ticking the boxes below: I do not want to receive other emails from:

- FW Group     Parent Company  
 Third Parties     Affiliated Companies

**PLEASE ANSWER THE BELOW QUESTIONS ON A SEPRATE DOCUMENT OR SHEETS OF PAPER AND ATTACH TO THE COMPLETED FRONT ENTRY FORM PAGE.**

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- 1. Business.** Describe how you have moved your business forward in the past five years and the achievements you have made, including cost control, investment, operational changes and profit growth.

- 2. Technical.** Outline your breeding welfare and rearing policies, providing evidence of health management, breeding and feeding programmes as well as grassland and forage management.

- 3. Marketing.** Outline your marketing policy, providing, where possible, evidence of retailer/processor cooperation and evidence of adding value and marketing vision.

- 4. Social/Environmental responsibility.** Outline how you are protecting the farm's natural resources, aiding biodiversity and meeting legislative requirements. And also any initiatives that engage with the local community or wider public audience.

- 5. Leadership and PR.** You may be involved with steering/discussion groups, industry organisations, public speaking. Can you and your dairy business deliver something for the future of the industry?