

# Farm Manager of the Year

The winning farm manager will be entrusted with running a successful livestock, mixed or arable business. This will be someone who, as principal decision-maker, can demonstrate a significant impact on the business through restructuring, collaboration, adding value or cutting costs. The judges will be looking for evidence of strong business acumen, excellent staff management and outstanding leadership ability.

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 Claas UK

## CONTACT DETAILS

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

Address:

  


Postcode:

Telephone (land line and mobile):

Email:

Website:

## BUSINESS DETAILS

Company/Farm Name:

Farm enterprise(s):

  


Farm 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(This information is in confidence and not for publication)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 five 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.**

**1. Business.** Describe the changes that you have made on the farm and/or estate business over the past five years and their impact.

**2. Production efficiency.** Describe how you manage your labour, machinery and technical assets to maximise efficiency.

**3. Marketing strategy.** Describe what you are doing to secure market outlets, add value and engage with buyers and customers.

**4. Environment legislation, staff and public relations.** How do you boost biodiversity, protect natural resources and control carbon footprint? How do you manage and motivte staff? What do you look for in an employee?

**5. Vision.** Describe your approach to leadership, your goals and how you plan to achieve them