

Local Food Farmer of the Year

Have you developed a local market for your own farm produce? The winning Local Food Farmer of the year will be able to demonstrate his, or her, achievements in identifying and exploiting local opportunity as well as the impact it has had on their 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 ASDA

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

Farm business description:

Local food/business description:

Is this independent from the farm business activity:

Turnover and Profit:

(This information is in confidence and not for publication)

Farm size:

Farm cropping/livestock:

>>>> 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 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 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 development of your local food business including financial performance and how it complements your farm business. How much of the food you produce is sold on farm, in the region, or further afield?

- 2. Technical.** How do you use your technical expertise and skills to deliver a quality product at least cost? How has this improved profitability over the life of the local food business?

- 3. Marketing.** Describe your marketing strategy, including how you use different types of media to reach your intended market. How have different strategies influenced staff, buyers, customers, processors and perhaps other farmers?

- 4. Social responsibilities.** How are you improving farm biodiversity, protecting natural resources and meeting legislative requirements? How do you educate the public about food, farming and your local food business? Describe your approach to managing staff. What do you look for in an employee?

- 5. Leadership.** What's your vision? Describe how you are developing your business and how your management can deliver something exciting for the future. Tell us why, in 150 words, your local food business deserves to win this awards.