

# Poultry Farmer of the Year

Are you a successful egg, turkey, goose, duck or chicken meat producer demonstrating excellence in production, marketing and welfare? Then you could join the growing band of finalists and winners – men and women championing best practice and flying the flag for the British farming industry. 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.



## 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:

Flock size and type:

Business Enterprise:

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(This information is in confidence and not for publication)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

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**1. Business.** Outline your business enterprise and achievements – its growth, cost management, structure and new investments.

**2. Technical.** Outline your husbandry management – feed efficiency, flock health, growth rates and house management etc. How are you producing a high quality product efficiently and profitably?

**3. Marketing.** Outline your method of marketing and how it has had an impact on your business. If you don't sell directly to the consumer, how have you helped your packer/buyer to market your product or promote the wider industry?

**4. Social and environmental responsibilities.** Describe your welfare strategy, biodiversity plans and ways of protecting the environment. How you are engaging with the local community or wider public.

**5. Leadership.** You may be involved with steering/discussion groups, industry organisations, public speaking. Where do you see your poultry business in five years time?