

Diversification Farmer of the Year

Diversification has become a key part of many farm businesses. This award seeks to champion those farmers and farm managers who have developed, or are developing, a diversified business to complement their existing farm enterprise.

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



Firestone

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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

Details of farming
business
(incl turnover/profit)

(This information is in confidence and not for publication)

Details of diversification
business
(incl turnover/profit)

(This information is in confidence and not for publication)

Total farm size:

>>>> 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 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 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 how your diversification has developed into what it is today, including an indication of profit growth. What are the main challenges you've had to overcome and what are your biggest achievements? How do you measure success? Outline your five-year vision...

- 2. Fit with your farming enterprises.** Explain how the diversification complements your core farm business. How do the two work together in terms of resources, finance and the demands on the time of you and your team?

- 3. Research and customers.** How did you decide on your diversified business? What market and technical research did you carry out? How do you ensure you stay in touch with customers' needs and set prices? How would you describe your approach to customers? How do you promote/market your products? Have you won any other awards?

- 4. Costs.** What are the main costs of your business? How do you manage/control them?

- 5. Staffing.** How many people are involved in your diversification? What's your approach to management? How do you ensure you and people who work with you keep learning (in terms of consumer trends, technology or legislation, for example).

- 6. Social responsibility.** Outline how your diversification works within its natural environment, including any relevant evidence of protecting natural resources, aiding biodiversity and engaging with the local community. Is your business environmentally sustainable?