

Pig Farmer of the Year

Recognising the innovation and commitment of pig producers is more important than ever in the current financial climate. The winner of this Award will be a pig producer who can demonstrate real change in the business in recent years. The judges will be looking for imaginative approaches to developing the enterprise in terms of production standards, profitability and sustainability.



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 Vion Food Group



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

Farm Business description:

Farm Size:

Herd Size:

Herd Breed:

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(This information is in confidence and not for publication)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 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.** Please give an overview of your business plan for your pig enterprise, outlining your future aims and aspirations, together with details of how your business has developed. Where possible, please explain cost management and fixed and variable costs. Where relevant please give details of how your pig herd fits into the whole-farm system.

- 2. Technical.** Please outline your breeding, rearing and finishing herd management plan, providing evidence of production performance and targets, health and welfare policies and feeding programmes. Please detail how you maintain and improve performance standards through use of, for example, new technology, innovations, staff training and best practice.

- 3. Marketing.** Please explain your marketing strategy by providing information on carcass weights and grades, and evidence of processor/whole chain cooperation, how you add value to your product and determine your future marketing vision.

- 4. Social and environmental responsibilities.** Farming is increasingly being called to account over its role in environmental management. Please outline how your pig enterprise works to protect natural resources, aid biodiversity, meet legislative requirements and how you engage with the local community, discussion groups, steering groups or industry organisations. Can you and your pig enterprise deliver something for the future of the industry?

- 5. Leadership and PR.** In what way have you and your business been involved with the media, discussion groups, steering bodies, industry organisations or environmental groups in order to promote your business or the industry? What plans do you have to make the best use of these groups in the future?