

CLOSING DATE IS
30 APRIL 2009

Arable Adviser of the Year

Are you an arable adviser that your clients value for your first class business and technical advice? If so, then you could join the growing band of winners and finalists – men and women championing best practice and flying the flag for British farming.

Complete your contact and business details on this form – and attach your achievements and plans for the following 5 areas. Then send them to Farmers Weekly at the address below.



Firestone

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CONTACT DETAILS

Name _____

Address _____

Postcode _____

Telephone (land line and mobile) _____

Email _____

BUSINESS DETAILS

Company/Farm Name _____

Description of services _____

Number of clients _____

Area covered _____

WHEN COMPILING YOUR ENTRY, PLEASE IDENTIFY YOUR ACHIEVEMENTS IN THE FOLLOWING FIVE AREAS

- Business.** Describe how your business has grown – and the impact that your advice is having on your clients' businesses.
- Technical.** How are you managing your resources to deliver high quality crops at least cost – and improving profits, quality and efficiency?
- Marketing.** What marketing strategies are you adopting to manage price, sell produce, and secure valuable market outlets? What working relationships do you have with staff, buyers, customers, processors, retailers and other farmers?
- Social responsibility: environment/legislation/public/staff.** Farming is increasingly being called to account over its role in environmental management and its place in society. Please outline what you are doing to help protect the environment – and communicate the valuable role that farming plays in today's society.
- Leadership: what's your vision?** Farming needs leaders and visionaries. Are you one of them? You may be involved with the media, discussion groups, steering bodies, industry organisations or environmental groups.

Send your entry to Farmers Weekly Awards, Quadrant House, Sutton, Surrey SM2 5AS or attach to an email to marion.phillips@rbi.co.uk by 30 April 2009



THE PROCESS

How do I enter?

- Complete the entry form with your name, address and basic farm facts
- Answer the questions in the five key areas outlined above
- Forward evidence supporting your answers, e.g. business plans, accounts, environmental/biodiversity audits/research etc
- Send your entry to Farmers Weekly Awards, Quadrant House, Sutton, Surrey SM2 5AS or attach to an email to marion.phillips@rbi.co.uk by 30 April 2009

How am I judged?

- All entries will be judged on the above criteria
- A shortlist of three entries will be selected from each category
- The short-list will be visited by a panel of judges during June and July. This visit will take a minimum of 3 hours.
- 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 8th October 2009
- The overall winner will be selected from the category winners by a panel of judges, including FW Editor Jane King, NFU Dir Gen Richard MacDonald and Sir Don Curry.

What are the rules?

- The entrant and partner should be available to attend the Awards Night on 8th October 2009 at the London Grosvenor House
- 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 June and July
- The finalists' stories, and their photographs, will appear in Farmers Weekly and its related products as well as local and national press
- 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