

ENTRY FORM

CLOSING DATE IS  
30 APRIL 2009

# Dairy Farmer of the Year

Innovative technical skills, cost management and marketing are at the heart of the dairy sector – and the winner will exemplify all these skills to deliver a profitable and sustainable farming business.

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.



## DairyCo

sponsored by DairyCo

### CONTACT DETAILS

Name \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_ Postcode \_\_\_\_\_

Telephone (land line and mobile) \_\_\_\_\_

\_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

### BUSINESS DETAILS

Company/Farm Name \_\_\_\_\_

\_\_\_\_\_

Farm size: \_\_\_\_\_

\_\_\_\_\_

Main farming enterprise (mixed/arable/livestock etc) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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

- 1. Business.** Give an overview of your business plan – as well as cost management, fixed and variable costs - for your dairy enterprise, outlining your achievements and future plans.
- 2. Technical.** Outline your breeding and rearing policies, providing evidence of health management, breeding and feeding programmes as well as grassland and forage management.
- 3. Marketing.** Outline your marketing policy, providing, where possible, evidence of retailer/processor cooperation and evidence of adding value and marketing vision.
- 4. Social/Environmental responsibility .** Outline how you are protecting the farm's natural resources, aiding biodiversity and meeting legislative requirements. And also any initiatives that engage with the local community or wider public audience.
- 5. Leadership.** You may be involved with steering/discussion groups, industry organisations, public speaking. Can you and your dairy business deliver something for the future of the industry?

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



### 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 above
3. Forward evidence supporting your answers, e.g. business plans, accounts, environmental/biodiversity audits/research etc
4. Send your entry to Farmers Weekly Awards, Quadrant House, Sutton, Surrey SM2 5AS or attach to an email to [marion.phillips@rbi.co.uk](mailto:marion.phillips@rbi.co.uk) by 30 April 2009

#### How am I judged?

1. All entries will be judged on the above criteria
2. A shortlist of three entries will be selected from each category
3. The short-list will be visited by a panel of judges during June and 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 8th October 2009
5. 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?

1. The entrant and partner should be available to attend the Awards Night on 8th October 2009 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 June and 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