

CLOSING DATE IS  
30 APRIL 2009

# Local Food Farmer of the Year

Have you developed a local market for your own farm produce? The winning Local Food Farmer of the year will be able to demonstrate his, or her, achievements in identifying and exploiting local opportunity as well as the impact it has had on their 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.



sponsored by ASDA

## CONTACT DETAILS

Name \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

Postcode \_\_\_\_\_

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

\_\_\_\_\_

Email \_\_\_\_\_

## BUSINESS DETAILS

Farm business description \_\_\_\_\_

\_\_\_\_\_

Local Business Enterprise \_\_\_\_\_

\_\_\_\_\_

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

Farm cropping/livestock \_\_\_\_\_

\_\_\_\_\_

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

- 1. Business.** Describe how your local food business has developed and how it complements your farm business.
- 2. Technical.** How have you utilised varying technical expertise to deliver a quality product or service at least cost? What contribution has this made to improving the business profitability?
- 3. Marketing.** Describe your marketing strategy, including details of the varying types of media used and the penetration of your intended market. Where you consider relevant you may choose to detail how this affected relationships with staff, buyers, customers, processors and other farmers.
- 4. Social responsibility: environment/legislation/public/staff.** environment/legislation/public/staff. How are you boosting biodiversity, ensuring the protection of your natural resources, meeting legislative requirements, educating the public and engaging with the local community?
- 5. Leadership: What's your vision?** Farming needs visionaries – are you one of them? Describe how your business and your management can deliver something for the future.

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