

CLOSING DATE IS  
30 APRIL 2009

# Pig Farmer of the Year

Recognising the innovation and commitment of pig producers is more important than ever in the current financial climate. This is a chance for pig producers to join the growing band of men and women championing the cause of 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.



**Waitrose**

sponsored by Waitrose

**CONTACT DETAILS**

Name \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

Postcode \_\_\_\_\_

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

\_\_\_\_\_

Email \_\_\_\_\_

**BUSINESS DETAILS**

Farm Business description \_\_\_\_\_

\_\_\_\_\_

Farm Size \_\_\_\_\_

\_\_\_\_\_

Herd Size \_\_\_\_\_

Herd Breed \_\_\_\_\_

\_\_\_\_\_

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

- 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.
- Technical.** Please outline your breeding, rearing and finishing policies, providing evidence of health and welfare policies, breeding and feeding programmes.
- Marketing.** Please explain your marketing policy, providing, where possible, information on carcass weights and grades, abattoir/whole chain cooperation and evidence of adding value and marketing vision.
- Environmental.** Describe any environmental schemes or natural resource management within the business.
- Leadership and PR.** You may be involved with the media, discussion groups, steering bodies, industry organisation, environmental groups or the local community.

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?**

- 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](mailto: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