

THE UK'S PREMIER FOOD & FARMING AWARDS

HOUSE OF COMMONS, LONDON



Where ideas
really can
change the
world . . .

THANK YOU TO THIS YEAR'S SPONSORS

GENUS PLC ★ AGROVISTA UK ★ MOLE VALLEY FARMERS
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ELANCO ANIMAL HEALTH

USE YOUR AWARD WIN TO HELP RAISE



Host: David Kawczynski, MP

Over the past nine years *Farm Business* and the Food & Farming Industry Awards have sought out the country's most innovative farmers, producers, processors and retailers.

The aim of these Awards has always been to identify innovators that we can hold up as ambassadors to the industry, a model for others to follow. The industry has a long history of innovation in science, in farming practice and right across the food chain. I believe it is this innovation that makes the difference in a competitive marketplace, and it will be the innovators (and a great deal of hard work) that successfully pull us out of this recession and on to a more stable future.

The Conservative Party supports that ethos, and the Awards are testament to the fact that there are many of you out there, working away at your business enterprise, providing food for our table and product for our exports. I'm very interested to see this year's awards entrants and to be a part of the judging process. I am especially keen to see examples of businesses that have seen real growth, despite the recession and that are utilising their assets in terms of people, products and skills to best effect, reinvigorating the rural economy either in their region or on a national scale.

I also think farmers have an important educational role, to help the public, their customer, appreciate where their food comes from, and this plays an important part in improving the health and welfare of our country.



CATEGORIES

**FARM BUSINESS
OF THE YEAR
PROGRESSIVE
FARMER OF
THE YEAR
AGRONOMIST
OF THE YEAR
RURAL ENTERPRISE
AWARD
FOOD CHAIN
MARKETING AWARD
EMPLOYER
OF THE YEAR
PERSONALITY
OF THE YEAR
RETAILER OF
THE YEAR
FAMILY BUSINESS
OF THE YEAR
CHAMPION
SUSTAINABLE
FARM PRACTICES**

SENIOR JUDGING PANEL

James Robertson – Agrovista; Andrew Jackson – Mole Valley Farmers; Sean Rickard – Cranfield University; Robin Hancox – Lincolnshire Field Products; Rob Holliday – Genus plc; Daniel Kawczynski – MP for Shrewsbury & Atcham. Chair: Alan Whibley – Publisher *Farm Business*.

See entry form for category judges.



YOUR BRAND OR COMPANY PROFILE



The Food & Farming Industry Awards confer the ultimate accolade of Farm Business of the Year to an agricultural business that has demonstrated success well above that of its competitors and has leveraged that success to achieve high growth through innovation and creativity.

As leading sponsor of these prestigious awards, Genus, the world leader in applying science to animal genetics, is looking to identify a shortlist of companies working in the UK that use industry-wide best practice that demonstrates what a successful farm business can be and how it can operate efficiently to achieve international competitiveness.

Shortlisted companies will be exemplary – previous winners such as egg producer Glenraths, farmer-retailer Co-operative Farms, and vegetable grower Lincolnshire Field are all examples of which the industry can be proud.

As ambassadors to that industry, they testify that opportunity and profitability can go hand-in-hand in UK farming, even in a tough economic climate.

The companies that fare best in the selection process will be those that are able to show how they have adapted to the increasingly complex environment while driving productivity and growth to establish a strong home base, perhaps with a potential to export or expand overseas. These companies will have taken advantage of opportunities to add value in traditional businesses while helping their customers grapple with the issues and regulations of the industry.

Does your business fit this category? How can you demonstrate that you are truly the Farm Business of the Year – that your business has something extraordinary to offer, with demonstrable measures of your success?

The winner of the Farm Business of the Year will hold the Genus trophy for a year and there have been only eight winners of this prestigious trophy to date.

Winning this award, presented at the House of Commons, attended by so many influential people from right across the food chain, is an accolade of which you can be proud. Also it will be an aid for your business that previous winners have capitalised upon.

Start working on your entry today. Good luck to you all!

Richard Wood, CEO, Genus plc, Lead Sponsor

ROLL CALL OF WINNERS

2010

Gressingham Foods • Oaklands Farm Eggs • Nick Taylor of TC & N Taylor Ltd • Andy Fussell of Fussell Farms • Barleylands • Packington Moor Farm Shop • Mawsons of Bailey Ground • Warburtons Farms • Richard Palmer • Andrew Wade • The Happy Egg Company • Sunny Hill Eggs • Thanet Earth • Mackie's of Scotland • McDonald's Restaurants • LE Barnes & Sons Ltd • Keelham Hall Farm Shop • Sainsbury's • Jimmy Doherty • Yeo Valley.

2009

Co-operative Farms • Barleylands • Aubrey Allen • Belton Cheese • Camgrain • Cherry Valley • Cheshire Farm Ice Cream • David Clark • Debbie & Andrews • Heygates Ltd • Simon Foad, Highland Investment Co Ltd • John Beckett • L F Papworth Ltd • May and Dawson Ltd • Phil Wright • PiGIS • Piper's Farm • James Brown, Pollybell Organic Farm • Supreme Sausages • W H Bond & Sons Ltd • Wm Morrison Supermarkets plc

2008

Lincolnshire Field Products • Mackie's of Scotland • Andrew Ward, Glebe Farm • Cherry Valley Farm • Complete Meats • Co-operative Farms • Debbie & Andrew's Ltd • E H Booths • James Martin • Janet Street-Porter • Jordans Cereals • Kelly Turkeys • Langthorne's Buffalo Produce • Llaeth y Llan Village Dairy • Low Sizergh Barn • Richard Webber, Shearwell Data • Riverford Organic Vegetables • Wm Morrison Supermarkets plc

2007

Bowes of Norfolk • Sentry Farming • Freddie de Lisle • Wilfred Emmanuel-Jones • Wiggly Wiggles • Deepdale • The Julian Family • James Hague • Peter Dews • James Cheeseman • Debbie & Andrew's Sausages • British Asparagus Group • Christine Tacon • Scholes • Co-operative Farms • Peter Kendall • Roy Heath • Cotswold Farm Fayre • Mole Valley Farmers

2006

G's Marketing • Sean Sparling, Sparling Agronomy Services Ltd • Tim Bullock, Agrovista • Vine House Farm • Carroll's Heritage Potatoes • Deans Food Ltd • The Village Dairy, Denbigh • Turkey Talk • Lincolnshire Field Products • The Real Ale Shop • Rick Stein • Lady Carole Bamford • Teresa Wickham • Susan Harmer • Marks & Spencer • Daylesford Organic Ltd

2005

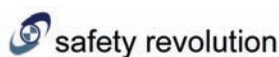
Meg Bank Farm, Cumbria • Fentongollan Farms • Peter Taylor • Tom Will, Vegetable Consultancy Services • ASDA • Mole Valley Farmers • Wallaces Restaurant and Farm Shop • Rhug Farms • Plumgarths, Kendal • East of England Agricultural Society • Baroness Byford • Jamie Oliver • Ian Robertson, McConnell • Patrick Loriette, Massey Ferguson • Wicks Manor • Well Hung & Tender • J Welch & Son • Vine House Farm

2004

Glenrath Farms • FL Smith & Partners • Angus Wielkopolski, St Helen's Farm • Henry Lewis, Tack Farms • Rhug Farm • Bioganix • Lees Court • Rose Farm • Pineapple Developments • Copas Traditional Turkeys • Countrylife • Tyrrells • Good Sheds • Waitrose • Gillian van der Meer • Kay Knight

2003

FW Read & Sons • Tyrrells • David Rose, Farmeco • Andrew Dyke, Pineapple Developments • Richard Webber, Shearwell Data • Tesco • George Bolam Foods Ltd • Richard Sadler.





A SHOWCASE OF ENTREPRENEUR

FARM BUSINESS OF THE YEAR

– sponsored by Genus plc

For this premier award, we are looking for a ‘next generation’ farming business, a company that operates on a national or even a global level that is highly competitive. The business must demonstrate good marketing skills, be imaginative in its approach and have the strategy in place to achieve strong and consistent growth by forging sustainable partnerships and contracts.

Mindful of the company’s position within the rural economy, we expect the business to be a major employer with sound people management skills, and quick to adopt new business ideas and technology.

Previous winners include G’s Marketing, Lincolnshire Field Products and Gressingham Foods. Although long-established businesses, these have remained ahead of the competition through constant innovation, good cost control and successful marketing.

If your farm business hits the mark, please enter this award.

Judge – Rob Holliday, Director, Genus, Europe



PROGRESSIVE FARMER OF THE YEAR

– sponsored by Agrovista

It is a term often banded around, but how many people are truly ‘progressive’? We are looking for examples of those who are re-engineering farming through good business practice that recognises the importance of marketing. Progressive farmers employ the right people for the right jobs, have strong cost-control and take a long-term business view.

Today’s successful farmers are rural entrepreneurs, who see assets in terms of people, buildings, land and skills, and determine the most profitable way to utilise those assets. Shortlisted candidates will be leaders in their field who others in similar areas wish to blueprint because of their business sense and innovative approach to problem solving. The winner will be a farmer who works to keep the countryside profitable, but in balance with nature – a custodian of the countryside and champion of quality British farming.

Previous winners include Simon Foad of Highland Court Farm, Richard Webber of Shearwell Data, Andy Fussell of Fussell Farms and Wilfred Emmanuel-Jones.

Enter this award to have your progressive approach to business rewarded.

Judge – Nick Rainsley, Marketing Director, Agrovista UK

AGRONOMIST OF THE YEAR

– sponsored by DuPont UK

Agronomists are a more essential part of the UK farming network today than ever before, providing extensive knowledge and expertise on the recommendation and use of agrochemicals, fertilisers, seed, feed and machinery. Trained advisers, agronomists are at the cutting edge of new technology and hold a vital place in the overall management of today’s most successful farms. The previous winners of this award include Kevin Rumsey, Sean Sparling, Richard Palmer and Andrew Wade, who are all passionate about using the right product to do the job efficiently, but in balance with wildlife and the environment.

DuPont UK is looking for the agronomist who understands growers’ needs and can see the bigger picture issues in an ever-evolving and challenging agricultural climate.

If this sounds like you or someone you know, please put them forward.

Judges – Laurence Power, Agronomy Manager, and Georgina Clayton, Technical Manager, Dupont UK



AL SPIRIT . . .

RURAL ENTERPRISE AWARD

– sponsored by McDonald's Restaurants

Entrepreneurial landowners make the most of their rural assets today more than ever before. Businesses based in rural areas add positively to local economies through increasing the level of employment and drawing spending power to the area.

Previous winners include, WH Bond & Sons, The Village Dairy, Barleylands, and Mackies of Scotland.

The countryside feeds the UK, is environmentally precious and is a goldmine of talented producers, entrepreneurs and craftspeople who help to create a more vibrant and sustainable rural economy.

The Rural Enterprise category always receives a high number of entries from a wide variety of enterprises of any size. If you have, or know of an enterprise that fits this category and deserves to be applauded, please enter.

Judge – Michelle Banik-Rake, European Supply Chain Director, McDonald's Restaurants



FOOD CHAIN MARKETING AWARD

– sponsored by Elanco Animal Health

Marketing is central to the agri-food supply chain and facilitates the flow of information and product from farm to the consumer.

Marketing in the food chain is about research into consumer demand followed by the production of the right product, for the right customer, in the right way. It is not enough to produce the best tasting pork, bread or cheese, because if your audience does not get to see it, how can they buy it?

Packaging and branding is central to purchase and is an area where some producers need advice and expert help to realise what it takes to make their products marketable. Excellent examples and previous winners of this category include Cherry Valley and The Happy Egg Company.

If this sounds like you, please tell us more about your business and brand-building success.

Judge – Steve Meakin, Ruminant Business Manager, Elanco Animal Health



The 2011 Awards Dinner takes place on 9th December at the House of Commons



JOIN A PRESTIGIOUS LIST OF WINNERS



EMPLOYER OF THE YEAR – sponsored by Safety Revolution

The aim of this award is to identify and recognise progressive organisations that meet or exceed high standards in recruiting outstanding talent, who show a dynamic approach and commitment to staff career development and promotion opportunities, and best practice in areas such as working environment and Health & Safety.

This award is designed to highlight and celebrate those leaders who have recognised that building a strong team that will work, enjoy and prosper from the success of their business is integral to the long-term prosperity of the enterprise and, of course, is just good business. So if you consider your employer or your company should be recognised – enter this category.

We will be looking to award two winners a corporate business (50+ employees), and a farm business.

Judge – Oliver Dale, Managing Director, Safety Revolution

RETAILER OF THE YEAR – sponsored by Massey Ferguson and AGCO Finance

Good retailing means quality products at the right price, targeted towards potentially interested consumers in the right way with sound customer service. You can grow it, pack it and market it, but can you sell it?

Retailing is a highly competitive business, particularly in times of economic strife. Even the largest retailers have tight margins and although competition drives prices down, if production suffers as a consequence, the outlook for the retailer is poor.

Despite the recession, the public is increasingly interested in the value of food, its provenance and why it deserves to be paid for. The retail market drives innovation, and ideas and trends are prolific online, in farm shops, supermarkets and in the food service industry.

This award seeks to reward those at the forefront of good retailing – with a lean towards UK production where the quality is right.

We will be presenting an award to both the ‘Multiple’ and ‘Non-Multiple’ Retailer of the Year.

Judge – Paul Lay, Manager, Creative Services & Public Relations, AGCO Corp.



WINNERS FROM ACROSS THE FOOD CHAIN

FAMILY BUSINESS OF THE YEAR – sponsored by Mole Valley Farmers

Many of the more successfully family-run rural businesses are managed by family members who are hugely committed to making their ventures work irrespective of adversity. They frequently apply their expertise and dedication to best advantage and are not afraid to seek professional advice when needed. Anyone who lives and enjoys the countryside relies on these family businesses to invest and help create a sustainable rural economy. Trying to utilise the family assets to the best advantage can be very challenging and tremendously rewarding for those who succeed; they can be small niche enterprises to large multi-million pound companies, ranging from food and farming, to processing, manufacturing and leisure.

If you are currently involved in or know of a family business that fits this category and deserves the opportunity to be applauded for what it has, or is currently achieving, please consider entering.

Judge – Andrew Jackson, Chief Executive Officer, Mole Valley Farmers

CHAMPION SUSTAINABLE FARM PRACTICES – sponsored by Genesis

Sustainable agriculture is the practice of farming using principles of ecology, the study of relationships between organisms and their environment. It has been defined as “an integrated system of plant and animal production practices” having a site-specific application that will last over the long term:

- Satisfy human food and fibre needs;
- Make the most efficient use of non-renewable resources;
- Efficient use of on-farm resources and integrate, where appropriate, natural biological cycles and controls;
- Sustain the economic viability of farm operations;
- Enhance the quality of life for farmers and society as a whole.

We will be looking to award:

- an individual winner;
- a company winner.



PERSONALITY OF THE YEAR – sponsored by Firestone

Every industry has its champions, people who stand out from the crowd and help to drive change and innovation, those who champion the industry for the better. The Personality of the Year Award seeks to honour the champions of the food chain. Short-listed candidates will be those who inspire us, driving change and introducing new ideas and systems whether on a regional, national or international scale.

Previous winners have been John Beckett of Belton Cheese, James Martin, Rick Stein and Gillian van der Meer, to name a few. Please put forward someone who you feel deserves to be rewarded for their efforts – even yourself!

Judge – Barry Coleman, Agricultural Product Manager, Firestone



USE YOUR AWARD WIN FOR COMPETITIVE ADVANTAGE email your entry to awards@ghpublishing.co.uk

WHAT TO INCLUDE IN YOUR ENTRY:

Please set out on a separate sheet why you feel your company should win your chosen category (200 words minimum).

We use the minimum summary to shortlist each entry, but successful entries will need to supply more evidence so that our judges can clearly see why you are the winner in your chosen field.

Financial information/evidence of your success is important, as are testimonials, brochures, copies of marketing materials – please send us whatever best supports your entry and please take time to ensure that you have clearly shown how you or your business stands out among your competitors, that your unique selling point and measure of success is clearly demonstrated. If you would like advice on what to include in your entry, please call us or email us for assistance.

1. What is the nature of your business?

- Farmer/producer
- Processor
- Retailer
- Marketing group
- Other _____

2. If a farmer, please give details of hectareage and stock size:

- a) Livestock: _____
 total beef: _____
 total dairy: _____
 total sheep: _____
 total pigs: _____
 total poultry: _____
- b) Crops/Produce: _____
 total arable in hectares: _____
 total cereals: _____
 total vegetables: _____
 total fruit: _____

What do you primarily produce/what services do you supply?

ENTRY FORM

CLOSING DATE FOR ENTRIES IS 16TH SEPTEMBER 2011

Nomination forms for Food & Farming Personality of the Year and the Food & Farming Retailer of the Year Award will be distributed in *Farm Business*. You may nominate entrants using this form if you wish.

CATEGORY FOR ENTRY

(Limited to two categories)

- FARM BUSINESS OF THE YEAR
- PROGRESSIVE FARMER OF THE YEAR
- AGRONOMIST OF THE YEAR
- RURAL ENTERPRISE AWARD
- FOOD CHAIN MARKETING AWARD
- EMPLOYER OF THE YEAR
- PERSONALITY OF THE YEAR
- RETAILER OF THE YEAR
- FAMILY BUSINESS OF THE YEAR
- CHAMPION SUSTAINABLE FARM PRACTICES

ENTRANT DETAILS

You may complete this form on behalf of someone else

Name: _____ Company: _____

Farm name (if applicable): _____

Address: _____

Postcode: _____

Tel: _____ Email: _____

Nature of business: _____

Total hectares farmed: _____ Total livestock: _____ Total arable: _____

Your details if nominating the above: _____

Tel: _____

SEND IN YOUR COMPLETED ENTRY FORM AND SUBMISSION TO:

Caroline Whibley, Farm Business Awards, FREEPOST NAT9555,
 Tunbridge Wells TN3 9BR. To arrive no later than 16th September 2011.
 Tel: 01892 861664 Email: awards@ghpublishing.co.uk
 You can download an entry form from www.farmbusiness.cc

