

Dairy Farmer of the Year

Innovative technical skills, cost management and seeking value where possible will be at the heart of the hard pressed dairy sector. The winner will exemplify all the skills needed to deliver a profitable and sustainable dairy business in the face of challenging market conditions.

CONTACT DETAILS (please complete all fields)

Name:	
Job Title/Position:	
Address 1:	
Address 2:	
Town:	
County:	
Postcode:	
Email:	
Telephone:	
Mobile:	
Website:	

What is the name that should appear on the winning trophy?

BUSINESS DETAILS (please complete all fields)

Farm/Business Name:	
Size of farm (area and herd/flock size):	
Owner/Tenant/Share or Contract	
Turnover and pre-tax profit for the past two years (<i>this information is in confidence and not for publication</i>)	

Questions

Please answer the following questions as best you can, supported by data wherever possible.

1. Describe your system and how it has developed over the past few years. What have been your main challenges/opportunities and what have you done to tackle them? What do you think are your biggest achievements?

2. Tell us about your current herd/flock performance and how it has improved over recent years (e.g. Dairy gross margin, reproductive performance, animal health). What have you done to improve herd performance?

3. Please tell us about your following policies (where relevant):
 - a. Breeding
 - b. Soil and grassland management
 - c. Feeding and nutrition
 - d. Herd health

4. What technology are you using on your farm to support day-to-day decision making?

5. How do you benchmark your enterprise against other businesses? Do you know your cost of production or gross and net margins? Please include your figures if you have them (this will be kept confidential).

6. What people are involved in your business (e.g. staff, consultants), what roles do they play and how do you ensure you get the best from them?

7. Where and how do you sell/market your product? What do you do to make sure you understand the needs of your customers and how they are changing?

8. What are you doing to protect your natural resources? (e.g. renewables, stewardship schemes, biodiversity).

9. What animal welfare standards do you adhere to (red tractor, RSPCA, supermarket standards) and what do these entail?



10. What plans do you have for the future? Explain the opportunities and challenges ahead and how you plan to exploit or overcome them.

Is there anything else that marks you out as a winner? (E.g. wider industry/community role; collaboration with suppliers, customers or other farmers)