



### Diversification Farmer of the Year

This category is seeking those who are adding value to the core farm business. This could be through a non-food business (such as caravan parks, turf and wildflowers) or food business (such as farm shops, cheese-making and food box schemes). The key criteria is showing how the diversification is helping to support and deliver a sustainable farm business.

#### 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)

Details of farming business:	
Farming business turnover and pre-tax profit for the past two years ( <i>this information is in confidence and not for publication</i> )	

Details of diversification business:	
Diversification business turnover and pre-tax profit for the past two years ( <i>this information is in confidence and not for publication</i> )	
Total farm size:	

## Questions

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

### 1. Your business.

Describe your diversification business, how it came about and how it has developed over the past few years. What are the main challenges you have overcome and what opportunities have you exploited? What do you think are your biggest achievements?

**2. Fit with your farming enterprise.**

How does the diversification complement your farm business? How do the two work together (thinking about resources, finance and demands on the time of you/your team)?

**3. Your market/customers.**

How do you make sure that you understand customers' needs? How do you promote/market your products/services? Why should customers choose you over your competitors - what makes you stand out?

**4. Costs.**

What are the main costs of your diversification business, and how do you manage/control them?

**5. Your vision.**

Where do you see your business in five years and what do you plan to do to get there?

**6. Anything else?**

Is there anything else that you would like to tell us about you or your business that might mark you out as a winner? For example:

- Your team and the way they are managed?
- How you are making the most of and nurturing natural resources
- Your profile/wider industry/community role.

**7. Summary.**

In summary, why do you think that you should be considered for Diversification Farmer of the Year?

