

### Grassland Manager of the Year

Grass is the UK's most valuable crop. This award goes to the farmer who makes the very best use of their grassland, delivering the best possible nutritional benefit to their livestock. The judges will be looking at how the farmer maintains soil quality, manages seeding, monitors grass growth, controls pests and manages grazing and cutting.

#### 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:	
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this information is in confidence and not for publication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. **Your Business** - Describe your grassland 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. **Champion of Farming** - Are you proactive in educating the wider general public about the role that farming plays in modern society today? This could be anything from Open Farm Sunday to sitting on the local council or a retail committee.

**3.** Tell us about your current grassland performance and how it has improved over recent years (e.g. production per hectare/production of beef or lamb per hectare or milk solid production per hectare).

**4.** Please tell us about your following policies (where relevant) - Soil management (testing etc.), reseedling (species and varieties used, how often you reseed and methods used), slurry and fertiliser application, protection of water courses, pest and disease control, grazing and silage making practices.

5. What technology are you using on your farm to support day-to-day decision making? (e.g. EID, performance recording, computer programme, grass monitoring, software to record growth and allocation).

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

7. 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?

8. Where and how do you sell/market your product? How important is the grass-fed message and how do you market this to your customers?

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

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

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

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