

### Mixed Farmer of the Year

This category is for farmers and farming businesses who are running a mixed range of complimentary enterprises such as beef, arable and sheep or diary and arable. No single farm sector will be dominant, but there might be two or three that are equally weighted. The judges will be looking for achievements and success in quality, productivity and profitability in each of the farming sectors – and how they work together to create one sustainable farming 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)

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this information is in confidence and not for publication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. Your business.

Describe your business 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. Innovation.

How you have improved your farm's performance/output/profitability/sustainability over the past few years?

Describe what you have done (e.g. changes to working practices, technical innovations) and the results of these actions (e.g. increase in yield, reduction in costs, control of disease/pests), with supporting data if you have it.

**3. Your market.**

Where and how are your products sold? What do you do to make sure you understand the needs of your customers and how they are changing?

**4. Your vision.**

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

**5. 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 looking after the natural resources of your farm - e.g. involvement in stewardship schemes, energy saving/production, water protection, biodiversity
- Your profile/wider industry/community role. For example, do you represent farmers on any committees, or help to promote the image of farming to the wider public through activities such as Open Farm Sunday?

**6. Summary.**

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