

Poultry Farmer of the Year

Are you a successful egg, turkey, goose, duck or chicken meat producer demonstrating excellence in production, marketing and welfare? Then you could join the growing band of finalists and winners – men and women championing best practice and flying the flag for the British farming industry.

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this information is in confidence and not for publication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.

A) 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.

B) 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?

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 flock 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 output, 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 Poultry Farmer of the Year?