

FarmBusiness

THE CREAM AWARDS

DAIRY INDUSTRY TRADE AWARDS 2013

AT THE NATIONAL MOTORCYCLE MUSEUM,
BIRMINGHAM, 5TH SEPT 2013

WHERE YOU COULD BE PART OF A SELECT GROUP OF
OVER 400 PEOPLE ALL COMING TOGETHER IN 2013
TO SUPPORT THE DAIRY INDUSTRY

IN ASSOCIATION WITH

Proud
of Dairy

together we make a difference

SPONSORS



Harper Adams
University College



westpoint veterinary group

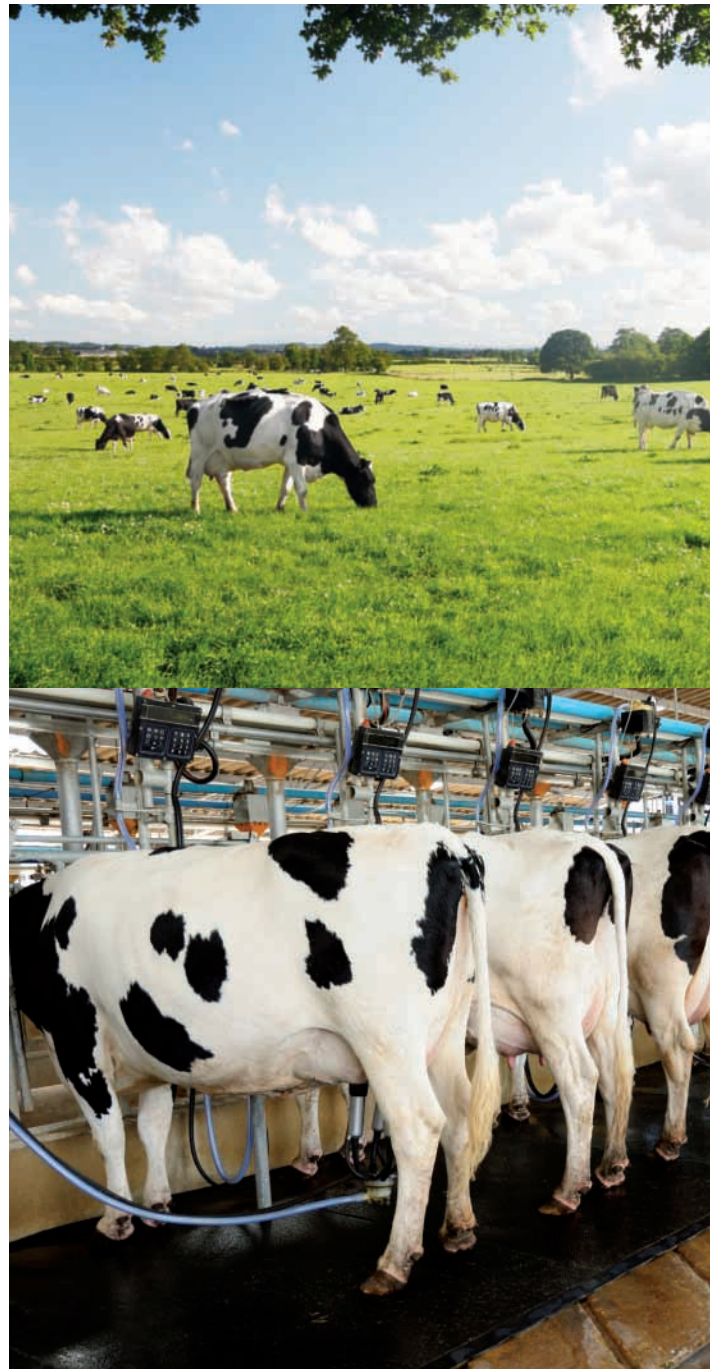


MORRISONS



Reasons why you should enter!

- This is your chance to shine, your chance to receive some recognition for a good job done
- Your chance to show what can be achieved, even in a difficult economic environment
- The award win provides a great PR opportunity for your company – you can use your win to promote your company in your local or the national press
- Raise your profile within your business – all the winners will be interviewed and featured in the pages of *Farm Business*
- Winners will receive a winner logo, press release and photos from the event, to create further PR for their business
- The logo can be used in your marketing material and endorses your business or enterprise to your customers and peers
- Demonstrate what level of expertise and best practice is required – you are showing the way to your contemporaries
- What you do directly improves the health and wellbeing of the animals in your care
- You get to meet others like you at the awards dinner on 5th September 2013 – over 400 guests to mingle with at a 'dairy industry star-studded occasion' – what more could you ask for?



SENIOR JUDGING PANEL

Nick Green, Farm Operations Director, Lycross Farm

Nick is Farm Operations Director for the renowned Somerset farmers and cheese-makers Alvis Bros Ltd. He is responsible for a small management team that looks after 1,822 hectares carrying three herds of dairy cows totalling 1,100 head, a grass beef and bull beef operation, 5,000 finishing pigs, an arable enterprise, a contracting business and 'The Estate'.

Steve Carter, Trade & Marketing Director, Medina Dairies

Steve Carter is currently the Trade and Marketing Director for Medina Dairy Limited where he has worked for the past two years. Medina is proud to have won the *Farm Business Award* for the Best UK Family Business.

Justin Beckett, Managing Director, Belton Cheese

Justin is on the board of Dairy UK Cheese Group and a Director and past Chairman of the British Cheese Board Ltd. He is also Director of Farmhouse Cheesemakers Ltd.

Séan Rickard, Economist and former head of MBAs at Cranfield School of Management

A former Head of MBAs at Cranfield School of Management and Chief Economist at the NFU, Séan Rickard Ltd today provides independent economic analysis primarily relating to food and farming.

Chris Bartram, Graduated at Nottingham University, Head of Nutrition for Mole Valley Farmers

Dr Chris Bartram is Head of Nutrition at Mole Valley Farmers. He is a graduate of the University of Nottingham with a PhD in ruminant protein nutrition. Chris has had nearly 25 years in the animal feed industry in a variety of technical and marketing roles.

Meurig Raymond, Deputy President NFU

Meurig Raymond farms 1,255 hectares in Pembrokeshire in partnership with his twin brother. The farm carries 620 dairy cows, 600 head of beef cattle and around 2,500 store lambs. He served as vice-chairman of the NFU Cereals Committee between 1999 and 2001 and on the Agricultural Wages Board for six years from 1998. Meurig was elected as Vice President of the NFU in 2004 and became Deputy President in 2006.

Peter Darlington, Director E-C02 Project, and CMS UK

A fifth generation Cheshire livestock farmer, and an agricultural business entrepreneur, running an environmental advisory company, Peter is working with International food retailers, looking at ways to diversify buildings and embrace renewable technologies on the farm.

Caroline Whibley, Event Organiser and Founder of the Cream Awards, Grove House Publishing Ltd

Caroline is Publisher at Grove House Publishing, which she set up in 2002 with Alan Whibley. Alan and Caroline have worked in the food & farming sector for over 20 years, Alan as publisher of *Farmers Guardian*, *Dairy Farmer* and *Farming News* from the 1990s, and more recently *Farm Business*.

Stuart MacLennan, General Manager Genus ABS UK & Ireland

Stuart has been leading the UK business for the past three years as part of the Global team for Genus. He believes that our UK dairy industry can have a very exciting future as part of a global solution to sustainable and safe food production. The future will demand all of us to think differently about food production and as such we in the UK have a great opportunity to take advantage of that with our great industry.

**Individual category judges will support the overall judging panel
and will be announced in *Farm Business* shortly.**



Who the judges want to see...

- They want to hear from you – they want to know what's happening in the industry, new innovations, new ideas and hear about your success stories
- They want to find ambassadors for the industry that can help to drive a more positive, forward thinking dairy industry to go forward with confidence
- Judges are looking for dynamic individuals and companies
- Companies that go the extra mile to reach their goals
- Attention to health & wellbeing
- Committed to furthering knowledge throughout the company, to staff and customers
- Committed to training and enhancing skills
- Companies that reward best practice
- Individuals that deserve recognition

Practical matters

- Consider what you can tell us about yourself or your company that is worthy of note
- Why you are a winner, what it is about your business or your company that others could learn from, to follow your lead
- Have others praised you, can you offer testimonials?
- Can you offer examples of your expertise in action?
- How can you demonstrate your success?



THE CREAM AWARD – the overall Dairy Company of the Year, chosen by the judging panel

– winner of the Genus cup
– sponsored by Genus plc

Criteria – any company working in the UK dairy chain
What are our judges looking for?

A company working in the dairy industry, contributing to the success of the dairy industry, you will demonstrate that as a direct result of your business, and the activity, product or service your business offers, your contribution to the success of the dairy industry is an exemplary one. You will be investing and confident of a bright future for the dairy industry.

DAIRY AMBASSADOR OF THE YEAR

– self entry, nomination
– sponsored by BOCM PAULS

Criteria – an individual working for the positive development of the UK dairy industry
What are our judges looking for?

An individual who represents the industry at a national level, respected by their peers and shows a driving ambition to promote the dairy industry in a positive, creative and successful way. They will show the drive that will take the British dairy industry to expansion in the UK and overseas. The person could be a private individual or represent an organisation or company.

PRODUCTION EFFICIENCY FARM AWARD

– self entry and/or nomination by your consultant, processor or other independent member of the industry
– sponsored by DairyCo

Criteria – UK dairy producers. Demonstrable measures verified by your records, consultant, processor or other independent member of the industry.

What are our judges looking for?

We are looking for a farm with high levels of production and cost efficiency. The above average all-round performance would be demonstrated by records of good physical performance and excellent financial results represented by year on year low production costs in pence per litre (eg NMR records, DairyCo Milkbench+ or other equivalent) achieved through effective management of all aspects of the dairy enterprise.

HIGH FERTILITY AWARD

– an award for high and consistent fertility rates on farm – nominated by vets
– sponsored by Zoetis

Criteria – UK dairy producers – farm owner, manager, herd manager may enter

What are our judges looking for?

Dairy farmers working in partnership with vets, utilising new technologies and ideas, with progressive herd health plans that work in unison to create the perfect environment to optimise fertility rates on farm.

HIGH FEED EFFICIENCY AWARD

– an award for high feed conversion rates on farm – nominated by vets, or nutrition managers
– sponsored by Mole Valley Farmers

Criteria – UK dairy producers, farm owners, managers and herd managers may enter. We also accept nominations from your farm adviser

What are our judges looking for?

The essential ingredient to a healthy herd, high

performance feed, and the right feed regime to maximise results. Feed and nutrition go hand in hand – the correct feed regime makes the difference to growth rates, milk quality and of course the sustainability of your herd.

HEALTH & WELFARE AWARD

– self entry and/or nomination by your farm adviser or farm assurance scheme.
– sponsored by DairyCo

Criteria – UK dairy farm businesses.

What are our judges looking for?

The business will demonstrate proactive health and welfare management of the herd (including young-stock that may be on farm). The farm Herd Health Plan will be integrated into daily management of the farm, as will the use of records and any initiatives undertaken (such as DairyCo Mastitis Control Plan, DairyCo Healthy Feet Programme or other similar). A team/inclusive approach to all involved in the care of the herd should be demonstrated, such as standard protocols for routine tasks and regular team meetings. The farm should also be able to demonstrate its bio-security protocols.

HI-TECH FARM AWARD

– an award for innovation and use of cutting-edge technology to aid production
– sponsored by JCB Agriculture

Criteria UK dairy producers

What are our judges looking for?

This award is for the farm of the future... one that perhaps shows the way forward for others to follow in terms of setting out the template for a modern farm construction as opposed to a farm that has developed over the years. This is a state of the art farm, designed for purpose. Location of the farm, its closeness to customer base etc is all part of the design of this high technology business. Its design and remit are entirely planned with the end user in mind, and yet sympathy with the area the business is located in.



TASTE OF EXCELLENCE AWARD IN DAIRY – taste testing of products at Morrison's Supermarkets

Criteria – entries from the food industry – farm or processor – taste tested by food experts and senior product buyers

What are our judges looking for?

For this category we will be asking for entries from the dairy industry, from which we will select 20 companies to send dairy products through for taste testing. These will be: yoghurts, ice creams, butter, cheese products and we will choose a winner in each category based on their look, feel and 'tasting quality' on the day.

FOOD CHAIN MARKETING AWARD

– self entry or nomination

– available for sponsorship

Criteria – UK dairy producers, processors and retailers may enter this category

What are our judges looking for?

This award is a marketing award that seeks to highlight a new product development, a new brand in the last 12 months that has been successfully created, packaged, marketed and promoted within the UK dairy industry – meeting its target sales with a market strategy and demonstrable ways to show how the target audience has adopted this new product to a measure of success.

FEED MERCHANT OF THE YEAR

– self entry, or nomination by farmers

– National and Regional winners will be chosen

– sponsored by Trident

Criteria – UK feed merchants, compounders and blenders

What are our judges looking for?

A national and regional company selling feed

herdsmen with a focus on herd health plans to maximise health and wellbeing, working in partnership to meet production targets as efficiently and cost-effectively as possible. Good knowledge transfer skills to keep producers informed of technical developments that can aid production and business.

KNOWLEDGE TRANSFER AWARD – DAIRY NUTRITIONIST OF THE YEAR

– self entry, or nomination by client

or employer

– sponsored by Harper Adams University College

Criteria – any UK company operating across the dairy industry

What are our judges looking for?

The judging panel are seeking an individual who

must. Testimonials from farmer customers would be advantageous, extensive product knowledge in anthelmintics and preventative measures for seasonal diseases essential.

AWARD FOR INNOVATION

– product or business innovation in the dairy chain

– self entry, or nomination

– sponsored by Norbrook Laboratories

Criteria – any UK company operating across the dairy industry

What are our judges looking for?

Innovation drives the industry forward, do you or your company have an innovation you think is worthy of an award, one that could benefit from the positive promotion surrounding such a win. This could be a technical innovation aimed at producers or processors, something that aids production efficiency, it could be new medicine, it could be new concept/new way of thinking, it can also be a food innovation. Innovation is what the UK is best at, let us know about your dairy innovation.

YOUNG FARMER OF THE YEAR

– self entry, or nomination by client

or employer

– sponsored by Westpoint Veterinary Group and farmacy.co.uk

Criteria – any dairy farmer under the age of 30

What are our judges looking for?

The future of UK farming is dependent on new farmers entering the industry, and those who can demonstrate a range of practical skills, together with a visionary approach to business development, will undoubtedly be the success stories of the future. Progressive young farmers often think innovatively to find practical solutions, while considering the bigger picture; this may relate to their adoption of a business and market-focused approach or by embracing new technologies, and the shortlisted candidates will need to show how they put ideas into practice in order to develop a sustainable business. Successful farmers often demonstrate attention to detail and can see the value of assets throughout their business. Candidates will need to show how they have embraced an entrepreneurial spirit to capitalise on opportunities, while building relationships within the agricultural industry.

This award category will recognise an outstanding young farmer, who will not only be a role model for their farming peers, but an ambassador for the future of British dairy farming.

directly to UK dairy farmers, who are working in partnership with UK dairy producers, farmers and herdsman. The winning feed company will demonstrate excellent industry knowledge, particularly with regard to production targets and the relationship between feed regime, health and wellbeing, and overall production metrics.

FORAGE MANAGER OF THE YEAR

– self entry, nomination

– sponsored by Volac

Criteria – UK dairy producers, farm managers

What are our judges looking for?

An individual who knows how to get the best from home-grown forages, from growing, preserving and storing through to feeding to maximise production and health of dairy cows. Our winner will demonstrate excellent standards of herd health and productivity together with efficient and sustainable management of forage on their dairy operation.

DAIRY VET OF THE YEAR

– self entry, or nomination by farmers

– sponsored by Zoetis

Criteria – UK dairy vet or vet practices

What are our judges looking for?

Providing practical advice to UK dairy farmers and

can demonstrate how they have enhanced performance and profitability, through their personal record of continuing professional development and recognition of their learning and skills by achievement of relevant qualifications. This individual will be demonstrating their knowledge of cutting-edge and/or best practice strategies to maintain high standards of animal health and welfare throughout their day to day work. They will also provide an excellent customer service and work to raise the profile of their organisation.

SQP OF THE YEAR – DAIRY FOCUS

– self entry, nomination

– sponsored by AMTRA and AHDA

What are our judges looking for?

We will be looking to highlight the role of the SQP in the country store, and therefore looking for entrants whose customer base has a high proportion of dairy farmers and personnel working on dairy farms. This person is an R-SQP – having achieved the AMTRA qualification.

Their SQP status demonstrates a high level of knowledge and commitment to ongoing learning, a higher than average SQP point status, evidence of ongoing appropriate learning focused to this sector is a



FARM BUSINESS CREAM AWARDS ENTRY FORM 2013

CATEGORIES

YOU CAN ONLY ENTER A MAXIMUM OF 2 CATEGORIES

CLOSING DATE FOR ENTRIES IS 5th JULY 2013

SAVE TIME AND ENTER ONLINE AT www.farmbusiness.cc, and click on AWARDS

- THE CREAM AWARD** – the overall Dairy Company of the Year as nominated by the judging panel – winner of the Genus cup – sponsored by **Genus plc**
- DAIRY AMBASSADOR OF THE YEAR** – self entry, nomination – sponsored by **BOCM PAULS**
- PRODUCTION EFFICIENCY FARM AWARD** – self entry, nomination – sponsored by **DairyCo**
- HIGH FERTILITY AWARD** – an award for high and consistent fertility rates on farm – as nominated by vets – sponsored by **Zoetis**
- HIGH FEED EFFICIENCY AWARD** – an award for high feed conversion rates on farm – as nominated by vets or nutrition managers – sponsored by **Mole Valley Farmers**
- HEALTH & WELFARE AWARD** – self entry and/or nomination by your farm adviser or farm assurance scheme – sponsored by **DairyCo**
- HI-TECH FARM AWARD** – an award for innovation and use of cutting-edge technology to aid production – sponsored by **JCB Agriculture**
- TASTE OF EXCELLENCE AWARD IN DAIRY** – taste testing of products by **Morrison's Supermarkets**
- FOOD CHAIN MARKETING AWARD** – self entry, nomination – available for sponsorship
- FEED MERCHANT OF THE YEAR** – self entry, or nominated by farmers. National and Regional winners will be chosen – sponsored by **Trident**
- FORAGE MANAGER OF THE YEAR** – self entry, nomination – sponsored by **Volac**
- YOUNG FARMER OF THE YEAR** – self entry, nomination – sponsored by **Westpoint Veterinary Group and farmacy.co.uk**
- DAIRY VET OF THE YEAR** – self entry, or nominated by farmers – sponsored by **Zoetis**

- KNOWLEDGE TRANSFER AWARD – DAIRY NUTRITIONIST OF THE YEAR** – self entry, or client or employer nomination – sponsored by **Harper Adams University College**
- SQP OF THE YEAR – DAIRY FOCUS** – animal health adviser award – self entry, nomination – sponsored by **AMTRA and AHDA**
- AWARD FOR INNOVATION** – product or business innovation in the dairy chain – self entry, nomination – sponsored by **Norbrook Laboratories**

WHAT TO SUBMIT

Please set out on a separate sheet why you feel your company should win your chosen category (minimum 700 words).

Please include as much information as possible about why you are the winner in your chosen field. Evidence of your success is important, as are testimonials, brochures, copies of marketing materials – please send us whatever best supports your entry and please take time to ensure that you have clearly shown how you or your business stands out among your competitors, and that your unique selling point and measure of success is clearly demonstrated.

You can upload files on the website (see below) or email awards@ghpublishing.co.uk. If you would like advice on what to include in your entry, please call us on 01892 861664 or email us for assistance.

Up to 1,000 words – 700 words minimum.

Financial statement of your business growth and success to support your entry, where applicable to the category: such as your turnover for the past year, or any other growth indication, such as investment in new avenues of business. (You may use a separate piece of paper.)

ENTRANT DETAILS

YOU MAY ALSO COMPLETE THIS FORM ON BEHALF OF SOMEONE ELSE

NAME: _____ COMPANY: _____

FARM NAME (IF APPLICABLE): _____

ADDRESS: _____

POSTCODE: _____

TEL: _____ EMAIL: _____

NATURE OF BUSINESS: _____

WHAT DO YOU PRIMARILY PRODUCE/WHAT SERVICES DO YOU SUPPLY?

TOTAL HECTARES FARMED: _____ TOTAL DAIRY: _____ TOTAL ARABLE: _____

YOUR DETAILS IF NOMINATING THE ABOVE:

TEL: _____ EMAIL: _____

SEND IN YOUR COMPLETED ENTRY FORM AND SUBMISSION TO:

**Caroline Whibley, The Cream Awards, FREEPOST NAT9555,
Tunbridge Wells TN3 9BR. To arrive no later than 5th July 2013
Tel: 01892 861664 Email: awards@ghpublishing.co.uk**

**SAVE TIME AND ENTER ONLINE AT www.farmbusiness.cc, and
click on AWARDS**

If you do not wish your details to be passed on to a third party, please write to us at the above address. Thank you.

FarmBusiness



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