

# NATIONAL FARMERS' RETAIL & MARKETS ASSOCIATION

## Awards entry form for 2009/10



### Welcome to the FARMA Awards 2009/10

We have made the Awards easier to enter this year, with just one form to complete, which we hope will encourage you to enter!

Please tick the all Award Categories for which you are entering: you can enter more than one.

- ENVIRONMENTAL AWARD
- FARM RETAILER OF THE YEAR open to any farm retail business of any size and maturity
- BEST NEWCOMER open for farm retail businesses with three years trading or less
- OWN & LOCAL Award, open to farm retail businesses with an annual turnover of under £750,000
- BEST ON-FARM TEA ROOM/COFFEE SHOP OR RESTAURANT, open to any farm retail business
- BEST ON-FARM BUTCHERY of any size and maturity
- PICK-YOUR-OWN FARM OF THE YEAR

#### **To enter, complete this form and send it in by the deadline date with a maximum of:**

- Six photographs of your business; you can send them as prints, or as jpegs or tiffs to [awards@farma.org.uk](mailto:awards@farma.org.uk)
- Your information leaflet and one issue of your newsletter: e-newsletters can be sent to [awards@farma.org.uk](mailto:awards@farma.org.uk)
- Up to two tear-sheets as evidence of publicity, editorial or advertisements
- Up to three flyers for promotions or events and two sample menus if entering the Tea Room/Coffee Shop Award

This entry form and the supplementary information you provide enables the judges, who will meet in early September 2009, to select a shortlist of finalists who will be asked to submit further, more detailed information by 30 October 2009.

**Get your form on your computer:** You can complete this form on your computer: to receive it, email [awards@farma.org.uk](mailto:awards@farma.org.uk)

**The deadline for your entry to be received at the FARMA address is 5pm, Tues 7 July 2009.**

Please complete the information below:

BUSINESS NAME .....

ADDRESS .....

.....Post Code: .....

CONTACT NAME .....Email address .....

TELEPHONE inc STD.....Mobile .....

As part of the judging process, all entrants will be visited by a Mystery Shopper from the Shopper Anonymous team. Their report scores and comments on the experience, providing a valuable, independent insight into your business. Most entrants last year bought a copy of their report.

You can receive a copy of the report FOR YOUR SHOP for £75 plus VAT, please tick here if you would like to receive a copy

For a copy of the report for your TEA ROOM/COFFEE SHOP/RESTAURANT for £75 plus VAT, please tick here

*Shopper Anonymous already works for a number of farm shops who are finding its reports critical to their team management and business development. If you would like to know more about the service offered to FARMA members please call 0845 45 88 420*

Please read the rules on Page 7 carefully and sign the form on the back page before you send it.

**ALL ENTRANTS PLEASE COMPLETE SECTIONS 1-9, and then as appropriate for Award(s)**

**1. When was your farm retailing business established?**

**2. Please tick all that apply to your business:** →

Please describe your business:

- Farm shop on a farm
- Farm shop not on a farm
- Pick-Your-Own farm
- Box scheme/home delivery
- Attending farmers' markets
- Farmhouse café / restaurant
- Selling business to business
- Events and leisure activities
- Educational / school visits

**3. Please give your agricultural holding number**

**4. Which description best fits your location?**

- Within or on the outskirts of a village / hamlet
  - On the outskirts of a large town or city
  - Nearest town within 5 miles
  - Nearest town more than 5 miles away
- other .....

**5. What is the main produce of the farm?**

**6. What features make your business distinctive?**

**7. Financial performance:**

Please indicate your turnover for the last complete financial year: If this is your first financial year please tick here

- under £150,000
- £151,001-300,000
- £300,001-£500,000
- £500,001-750,000
- £750,001-£1m
- £1m - £2.5m
- over £2.5m

**How many staff are employed overall  
In your business (in all retail areas)**

- ..... Family members, full time
- ..... Family members, part time
- ..... Full time staff
- ..... Part-time staff
- ..... Seasonal staff

- Has your development been grant aided? Yes / No
- If it was grant aided, what grant scheme(s) provided funding?
- What is the % growth compared to your previous financial year (if applicable)? %
- To what do you attribute this growth?

**8. Business management:**

Describe your management structure (use a management 'tree' diagram if possible)

Do you discuss with staff:

- Sales Targets
- Magazine & News items
- New lines for the shop
- Promotional ideas
- Health & Safety issues
- Newsletter ideas
- Training proposals
- Other .....

How do you manage your internal communications? e.g. staff meetings

**9. Marketing and publicity**

Do you use paid-for advertising and/or seek editorial publicity? Please describe what type and frequency

Do you hold events on the farm to which the public is invited? Please describe them and their impact on your business.

How do you create links with your local community e.g. school visits?

*Remember that you can enclose up to two tear-sheets (copies acceptable), three flyers and one newsletter with your entry.*

**10. ENVIRONMENTAL**

(Note: **ALL ENTRANTS** please complete this section even if you are not entering the Environmental Award.  
This section is additionally your entry for the FARMA Environmental Award, please add supplementary information on the back page.)

Is your farm registered under any badged scheme(s) e.g. LEAF, Certified Organic, Assured Produce?

Do you have a 'green' or environmental policy? Please describe it in the box below.

Please describe your water conservation measures and/or how you manage irrigation needs

How much of your waste are you able to: re-use? .....% recycle ..... %

Do you generate any of your own power requirements? Yes / No How? .....

Do you have a 'bag for life' offer for customers? Yes / No

Use the box below for any further information about your environmental/green activities.

*Please expand on any of this information on the back page*

**11. FARM RETAILER OF THE YEAR/BEST NEWCOMER/OWN & LOCAL AWARDS**

What is the floor area of your farm shop? ..... sq ft (approx)

Is the shop open: all through the year  seasonally

If seasonal, for what period of time is the farm shop open? .....

What is your average customer spend? £..... Do you monitor customer numbers? Yes / No

Do you benchmark your business performance against other farm retailers? Yes / No

Please use the box alongside to describe your BUYING POLICY.

What percentage of the foods/goods you sell come from your own holding and from local farms/businesses, e.g. 30 miles distant?

	Season	Own %	Local %	Season	Own %	Local%
FRUIT	May-October			November-April		
VEGETABLES	May-October			November-April		
LAMB	Spring-Summer			Autumn		
GAME	Spring-Summer			Autumn-Winter		
FISH	Spring-Summer			Autumn-Winter		
PORK				Other own and local foods:		
BEEF						
POULTRY						
OTHER MEAT						
EGGS						
MILK						
BREAD						

What breeds/varieties are you selecting and why?

Are any parts of your business run by franchisees? Yes / No

If yes, which one(s)? .....

Describe your relationships with local farmers as suppliers to your farm shop, and other suppliers.

Do you cook/make any foods on-site? Yes / No

How do you add-value to your primary produce?

Has your Environmental Health Officer given your shop a 'Scores on the door' score? If so, what is

Please provide the name and telephone number of your environmental health officer

*Please expand on any of this information using the back page*

**12. FARMA BEST ON-FARM BUTCHERY AWARD**

What % of the annual business turnover does the butchery represent?

How far away is your most frequently used abattoir?

Do you have serve-over full butchery Yes / No

Meat is sold pre-packed Yes / No

Are you a trained butcher, or do you employ a craft butchery team? Yes / No

Approximately how many animals do you sell per week? Beef ..... Lamb ..... Sheep ..... Pigs ..... Poultry ..... Other .....

What is your average customer spend? £ .....

Do you have a 'Scores on the Door' score from your Environmental Health Officer? If so, what is it?

Name and telephone number of your local environmental health officer :

*Please expand on any of this information using the back page*

**13. ON-FARM TEA ROOM/COFFEE SHOP/ RESTAURANT**

How many covers: Inside ..... Outside .....

Open: Year round  Seasonally

If Seasonal, what period(s) of the year?  
.....

Service:

Waitress to the table: Yes / No

Self-service counter: Yes / No

Order at Counter/serve to table: Yes / No

How many staff cooking? .....  
.....

Describe your catering offer

Our menu changes: Weekly / Monthly / Seasonally / Occasionally

Our specialities are, and why?

Do you have a 'Scores on the Doors' Score: If so what is it?

Name and telephone number of your local environmental health officer :

*Please enclose up to two sample menus with your entry. This is additional to any other information you are sending. Please expand on any of this information using the back page*

## 14. FARMA PICK YOUR OWN OF THE YEAR

How many acres of your farm is dedicated to pick-your-own?

What months of the year is the pick-your-own open?

How much do customers spend, on average?

Please indicate which crops you grow for PYO and the number of varieties

	No of Varieties		No of Varieties		No of Varieties
Strawberries		Raspberries		Hybrid berries	
Gooseberries		Blackcurrants		Redcurrants/whitecurrants	
Rhubarb		Blackberries		Blueberries	
Cherries		Damson		Plums	
Greengage		Pears		Apples	
Asparagus		Beetroot		Broccoli	
Broad beans		Other beans		Carrots	
Peas		Potatoes		Pumpkins	
Onions		Marrow/Squash		Sweetcorn	
Celeriac		Parsnips			

**Do you grow crops that are not for PYO sales?** Yes / No **Sold at the farm** Yes / No **To supermarket or other outlet** Yes / No

**Do you use table top for strawberries?** Yes / No **Do you use polytunnels?** Yes /No

*Please expand on any of this information using the back page*

## FARMA AWARDS: RULES OF ENTRY

**PLEASE READ CAREFULLY** and sign on the back page to acknowledge that you understand and agree to be bound by them.

- Entries must be made using the FARMA form only and must be signed on the back page; unsigned entries will be disqualified.
- All entrants must complete sections 1-10 and then as many others as are applicable to the Award they wish to enter, plus Section 15 on the back page.
- Entries may be accompanied by up to six photographs, one information leaflet, one newsletter, up to two tear-sheets of advertising or editorial, up to three flyers for events and two sample menus. Please do not send more as this may disqualify your entry. You can send documents and photographs as jpegs or tiffs to [awards@farma.org.uk](mailto:awards@farma.org.uk)
- Entries on this form must be received at the FARMA office at 12 Southgate Street, Winchester, SO23 9EF by 5pm on Tuesday 7 July 2009. Proof of posting will be accepted but late entries without proof of posting will be disqualified. Emailed forms, scans of documents, jpegs/tiffs are also acceptable, also to be received by 5pm on Tuesday 7 July 2009.
- These Awards are open only to current members of the National Farmers' Retail & Markets Association.
- All information provided and collected during the course of these Awards will be treated in the strictest confidence. A booklet detailing Award winners will be prepared for the Awards presentation (see 11 below) and finalists will be asked for permission to use photographs and non-sensitive information (such as that appearing on the farm's own website) to prepare this. NOTE that Award winners will be invited to host a FARMA 'What Makes A Winner' event, part of FARMA's business improvement programme for which it will be helpful to provide details about business performance. The judges may also ask to see evidence of financial performance (in the form of prepared accounts) and may contact the environmental health officer whose details have been given on this form.
- The information on this form is an important part of the judging process, supplemented by an anonymous, unannounced visit to entrant's business premises during opening hours which will result in a report. Judges will use all information to make their selection of finalists in each Award category.
- Finalists will be informed by post.
- Finalists will be asked to prepare further information to support their Award application. Proof of posting will be accepted but late entries without proof of posting will be disqualified.
- Finalists will be visited by judges and other representatives selected by them.
- The National winners will be announced at the Awards Dinner at the FARMA national conference, on Tuesday 26 January 2010 at the Telford International Centre, Telford, West Midlands.
- FARMA reserves the right to place entries in categories they deem to be appropriate for the entry and to disqualify incomplete or late entries.
- FARMA accepts no responsibility for entries lost in the post; please do not send irreplaceable photographs or documents – copies will be sufficient.
- The judges' decisions in all matters relating to these Awards is final and no correspondence will be entered into.

**Please turn over, there's one more important page to go.**

**15. YOUR SPACE, TELL US WHY YOU SHOULD WIN**

Please use the space below to tell us why you should win and to add to the information you have provided so far on this form. The information you provide here is vital for the judges to make their assessment of your entry.

I / We have read and understand the Awards Rules on page 7 and agree to be bound by them.

Signed ..... Dated .....

Please send your completed entry form and support material to  
AWARDS, FARMA, 12 Southgate Street, Winchester, Hants SO23 9EF by 5pm on Tuesday 7 July 2009  
email this form, jpegs/tiffs and scans to: [awards@farma.org.uk](mailto:awards@farma.org.uk)