

The 2010 George F. White

"FARM DIVERSIFICATION AWARD"

In Association with The Drifffield Agricultural Society

Are you an East Riding farming business with a recently established new enterprise?

This award is to be given to a new enterprise established by an existing farm business in East Riding
Open specifically to farmers with a new enterprise which has been operating for less than 5 years.

The award brings with it a £500 prize and trophy to be presented by
George F. White at The 2010 Drifffield Show Wednesday 21st July

HOW DO I ENTER?

1. Complete the entry form with your name, address and basic facts.
2. Enclose your own explanation (150-200 words) as to why you think your enterprise should win The 2010 George F. White Farm Diversification Award in Association with The Drifffield Agricultural Society
3. Provide any relevant supporting material - entries may be submitted with a maximum of 6 pieces of supporting material, which may include brochures, media coverage and packaging.
4. Send your entry to:
Benna Jackson
George F. White
Crown House
York Road
Shiptonshorpe
YO43 3PF
5. Entries must be received by 30 May 2010.

THE JUDGING PROCESS

All entries will be judged on:

- Innovative approach
- Economic viability/profitability
- Potential contribution to the rural economy of East Riding

- Promotion of a best practice example/role model to others
- Future goals and aspirations

The judging panel consists of:

- A representative from The Drifffield Agricultural Society
- Winners of the 2010 Yorkshire Young Farmer's Farm Diversification Competition
- Louis Fell Partner of George F. White.

A shortlist of finalists will be selected and announced by 15th June
Finalists will be inspected by the judging panel after 15th June 2010

The overall winner will be announced at The Drifffield Show.

WHAT ARE THE RULES?

1. The judges will need to meet the person or person named on the entry form during the judging visits held in June
2. The new enterprise must have been established no earlier than 30 May 2005.
3. The new enterprise must have been established either as part of or alongside an existing farm business with an RPA registered SBI number.
4. The finalists' stories and background are to be made available for submission to trade, local and regional media. Any financial or commercially sensitive information made available to the judges will remain strictly confidential and will not be disclosed to any third party.
5. A representative from the entrant must be available to attend the prize giving at the 2010 Drifffield Show

YOUR DETAILS:

NAME: _____
ADDRESS: _____

POSTCODE: _____
TELEPHONE: _____ EMAIL: _____
MOBILE: _____

FARM FACTS:

FARM NAME: _____
ADDRESS: (if different from above) _____

POSTCODE: _____
TYPE OF BUSINESS: (arable/mixed/sheep/beef/dairy or other) _____
TOTAL SIZE: _____

NEW ENTERPRISE DETAILS:

NAME: _____
WEBSITE: _____
NUMBER OF PEOPLE EMPLOYED (either directly or indirectly): _____

TO BE INCLUDED:

150-200 words on why you think your enterprise is the most diverse farming business in East Riding
Supporting material: (maximum of 6 pieces of supporting material, which may include brochures, media coverage, packaging)

Please return by 30 May 2010 to:

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