



Silver Fern Farms Market Leader Award

This award recognises a farmer or farming business demonstrating solutions, ideas or products which meet consumer needs either through partnership with their processor or direct to a market. You can nominate yourself or others.

Name of entrant/nominee:

Address:

Contact phone:

Email address:

Name of nominator (where applicable):

Contact phone:

Email address:

Describe how knowledge of consumer needs and market trends has been gained and products/farm systems/practices have been adapted or adopted to meet market requirements:

Describe any collaborations and/or partnerships that have helped you/nominee meet market demands:

Outline how you/the nominee have developed farming systems and/or practices to ensure consumer needs and expectations are met, while working within the New Zealand Farm Assurance Programme or similar:

Describe the size of the market opportunity which has been created and the value it delivers back to the business i.e. quantify the success and projected growth pathway:

Terms and conditions of entry

Entries are open to people and organisations working in, or providing support services to, New Zealand’s sheep, beef and dairy beef sector.

Nominations and entries can be made for more than one award category but a separate entry/nomination is required for each entry.

Nominators must notify their nominees of their nomination and ensure correct and validated information is provided.

B+LNZ reserves the right to deny entry to a potential entrant, deem any entrant ineligible, and to terminate an entrant’s entry if the entrant’s behaviour is deemed to bring or potentially bring the Awards into disrepute. “Entrant” includes where awards have already been announced.

All nominees/entrants agree to a phone call as part of the judging process to clarify, gather and validate information provided.

Judges reserve the right to not allocate an award in a category should the Awards criteria or the standards of entry not be met.

The judges’ decision will be final and no discussion will be entered into. The judges panel reserve the right not to judge an entry if it is deemed to be unsubstantiated.

Entrants accept that their business must be compliant with relevant regulatory and environmental requirements.

Entrants agree to provide photos, stories or videos as required by Beef + Lamb New Zealand to promote the awards, winners and the sheep and beef sector.

Entrants agree to their details being shared with event partners and sponsors to promote and leverage the event and their involvement.

I accept the terms and conditions of entry.

I confirm that the nominee for this award is aware of its submission and as part of the entry/judging process, they may be contacted.

Entries and nominations must be received by 5pm on Sunday 14 July 2024

Please send along with any supporting material to: Events Manager, Beef + Lamb New Zealand
Email: events@beeflambnz.com Phone 0800 BEEF LAMB (0800 233 352)
Freepost 429, Beef + Lamb New Zealand Limited, PO Box 121, Wellington 6140

