



Market Leader Award

This award recognises a farmer or farming business demonstrating innovative solutions, ideas or products which meet consumer needs either through their processor or direct to a market. Individual entries or nominations are welcome.

Name of entrant/nominee:

Address:

Contact phone:

Email address:

Name of nominator (where applicable):

Contact phone:

Email address:

Describe how you gain and maintain understanding of consumer needs and market trends in delivering or developing your product/s:

Outline how you have adapted your farm systems/practices to deliver the products required by the market:

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

Outline how you have your farming system and/or practices to ensure consumer needs and expectations are met, while working within NZ’s Farm Assurance Programme or similar:

Describe the size of the market opportunity that has been created and the value it delivers back to the business i.e. quantify the success, the projected growth pathway and how market position will be maintained:

Please note: All entrants/nominees will have the opportunity to expand on their answers in a follow-up phone call as part of the judging process.

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 entrants 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 to allocate an award in a category should the Award’s 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 to promote and leverage the event and their involvement.

I accept the terms and conditions of entry.

Entries and nominations must be received by 5pm on Friday 27 August 2021

Please send along with any supporting material to: Fiona Bowe, 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

