



Judging Criteria

Silver Fern Farms Plate to Pasture Award 2019

Judging criteria for the Plate to Pasture Award

The award celebrates suppliers of lamb, beef, deer, bull and dairy stock categories who consistently supply quality stock. Our aim is to have a systemised approach to farmer partner assessment to determine the winner of the Plate to Pasture Award. The first round was judged across the following range of criteria from the previous full year to take into account all livestock supplied for the 12 months ended 31st December 2018:

- Specification & presentation
- Farm Assurance
- Direct supply
- Shareholding
- Supply volume & timing
- Farm^{IQ}

The second round is an on-farm assessment of the five regional final winners conducted by a panel. The assessment panel will cover the areas in the questionnaire on page two and then determine the winner.

The assessment is a snap-shot of the farm operation and farmers' understanding of who their consumer is. It takes between 2.5 – 3 hours.

Regional finalists are advised to select two to three areas of their farming operation that illustrate key areas of your farm's performance. Photographs and video will be taken on the day to illustrate aspects of your farm. They will be used in the Plate to Pasture Farmer Conference to be held in Christchurch on July 30 - 1 August. The marks are out of 100 with a focus on how you farm from Plate to Pasture.

Process following the farm visit

Representatives from your farm business are invited guests to attend the Silver Fern Farms Conference in Christchurch, where your farms will be showcased and the Plate to Pasture Award winner will be announced. The Conference is an opportunity to celebrate inspirational food and learn more about Silver Fern Farms. Regional finalists' travel and accommodation will be covered as part of winning their regional final.

The prizes at stake

All Silver Fern Farms Regional Plate to Pasture Winners receive a NZ market experience. They will meet with customers and consumers to get a deeper understanding of Silver Fern Farms and our domestic market. The overall winner of the Silver Fern Farms Plate to Pasture Award for 2019, receives an overseas market experience for two and the opportunity to host a farm field day and take part on the Plate to Pasture judging panel for 2020.

Plate to Pasture Award Final Judging Assessment:

Farm Overview/Background:

- How long have you been farming and tell us about how you got to where you are today?
- What is the business ownership structure? (Business entities e.g. trust, partnership, company, and who is involved)
- Can you give a simple overview of your farming operation?

Goals [10 marks]:

- What are the goals for you and your family/farm team, for the next 5 years?
- Where do you want your business to be, in the next 5 years?
- Outline your plan to achieve your 5 year goals?

Business Strategy [10 marks]

- What is your business strategy?
- What is the most important influence which has determined that strategy?
- Who is/are the customer(s) for your farm production?
- What value do you place on co-operative businesses?
- How do you apply those co-operative values to your own business?

Food people challenge - Promote your red meat [10 marks]

Pitch your favourite red meat dish to the judging panel.

- Tell us about your red meat dish – who is your consumer, what do you know about them, why would this dish appeal to them, what are some of the benefits of this dish to your consumer?

Consumer Focus [30 marks]

This award is about having a consumer focused business.

- What do you do in your business to deliver better outcomes for consumers?
- Can you give us 3 specific examples of how you changed your farming practices to do that?
- What systems have you implemented to ensure you are delivering stock to meet the expectations of the consumers?
- Briefly describe your;
 - a) Farm Assurance code of practice
 - b) Animal Welfare code of practice
- Where do you get feedback from consumers on your product?
- How do you use that information?

Financial Management & Performance [10 marks]:

- What is your business management structure?
- Describe what systems you have in place to measure and manage the financial performance of your business?
- Do you use any systems or technology to manage data to help you make strategic decisions on farm?
- What are your key performance indicators?



Physical Management & Performance [10 marks]:

- Tell us more about the farm management policies and systems. - Who sets those policies?
- Give more detail on the different livestock policies?
- Describe what systems you have in place to measure and manage the physical performance of your livestock.
- What plans, if any, do you have to improve livestock performance?
- Can you explain your Animal Health plan?

Environmental Sustainability of your farm [10 marks]:

- Have you done an environmental impact assessment of your property(s)?
- What are the key environmental risks to your specific farming business and how are you managing them?
- How do you manage nutrients going into and coming out of your farm system?
- How can you capture those environmental management practices to create more value for your consumers?

People in your business [10 marks]:

- What are your key relationships within your business?
- How do you measure your effectiveness in managing and keeping those relationships?
- Do you do anything in particular to contribute to your local community?
- If you directly employ staff, describe what formal and informal training you involve them in?
- What is your succession plan?
- If you had a serious accident and were not able to fulfil your current responsibilities for 12 months, what contingency plans do you have to keep the business operating successfully?
- You are successful business people. How do you see yourselves contributing further to your industry in the future?

