

Test your consumer focus: *Plate to Pasture Final Judging Assessment*

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?

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?

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?

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?

THIS AWARD IS ABOUT HAVING A CONSUMER FOCUSED BUSINESS

30 marks

- 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?

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?