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| *Please type or print in the space below for each of the questions and provide as much information as you feel appropriate to answer each question.* Please w*rite your answers in the box below each question and the box will expand with your answer.* *Please feel free to attach any literature relating to your diversified business in .pdf format.*  *Don’t worry if you can’t provide all details – just share your enthusiasm for diversification and the reasons your diversified farm should win!*  *Thank you and good luck!* | | |
| **Application Form** | | |
| **Name of applicant:** | | |
| **Name of farmer (if different from above):** | | |
| **Farm name and address:** | | |
| **Daytime telephone number of applicant:** | | |
| **Mobile number of applicant (if different from above):** | | |
| **Email address of applicant:** | | |
| **Website of diversified farm business:** | | |
| **Social media platforms of diversified business:** | | |
| **Number of people employed in the diversified farm business:** | | |
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| **Question 1: Please state your primary farming activity and describe your diversified farm business. (Max 100 words)** | | |
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| **Question 2: What is the overall strategy behind your diversification decision, highlight the original catalyst or motivation for diversifying your business? (Max 300 words)**  *Think about the key drivers for your business, the opportunities to grow and develop, and your values.* | | |
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| **Question 3: What market research did you undertake as part of your decision to diversify and how do you keep up with changes in the market?**  *Think about how you monitor market changes, find and keep customers.* | | |
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| **Question 4: How has diversifying changed your overall business? Describe the overall impact diversifying has had on your business, highlighting opportunities created and any positive impacts. (Max 400 words)**  Think about value created, the opportunity to build on your farming roots, to celebrate farming & farming innovation, to tell your story, to grow your brand and to develop new skills. | | |
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| **Question 5: How do you monitor the ongoing success of your diversified activities?**  Think about quality standards, competitors, financial and non-financial targets, growth, goals and aspirations. | | |
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| **Question 6: What do your customers say about you? Do you monitor customer feedback and does it impact on what you do?**  Think about who your customers are, different groups of customers, how you interact with them and look after them. | | |
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| **Question 7: Has your diversification meant that you have collaborated with other organisations / businesses / networks? How important is this for your business? Has it led to other diversification ideas? (Max 300 words)** | | |
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| **Question 8: What impact has your diversified business had on the local economy? Has your business influenced others in the sector? Have you been involved in supporting other farmers trying to diversify?** | | |
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| **Question 9: What do you think your diversified business will look like in 5 to 10 years’ time? (Summarise your vision in no more than 100 words)**  Think about future plans, market trends, future investment, succession. | | |
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| **Rules for Entry:** | | |
| 1. Entrant’s farm must be based in Scotland. 2. Entrants should be willing to take part in PR in support of the award and visits by journalists and others if required. 3. Entrants should not have any issues which could undermine the reputation of the industry of the integrity of the award. 4. If successful, a representative of the farm must be available to attend the presentation ceremony at Agriscot on 17 November 2021. 5. In the case of applications submitted on behalf of a farmer by another (eg advisor, industry organisation etc.) the farmer’s permission must be sought prior to submission along with his/her agreement to the information supplied within the application form. 6. Any brochures, flyers, leaflets, etc relating to your diversified farm business must be emailed in .pdf format along with your application form. Any videos of your diversified farm business must be no more than 2 minutes in length. Links to, or videos, should be sent by WhatsApp with the applicant business name to the following mobile 07557 661 316. 7. Current staff and Board members of AgriScot, SAC Consulting and the Royal Bank of Scotland and their immediate family members are ineligible to apply for this award. 8. Applications must be received by email to [diversification@sac.co.uk](mailto:diversification@sac.co.uk) by 5pm on Monday 20 September 2021. | | |
| **I confirm that the above information is accurate and that I have read and comply with the award rules.**  **Signature or applicant:** | | **Date:** |
| If you have any questions relating to the application please contact us by email: [diversification@sac.co.uk](mailto:diversification@sac.co.uk) or telephone Diane Whittle on 01224 711 044 | | |