



## Judging Questionnaire Butcher Category

### Congratulations on being a finalist in the 2017 Countryside Alliance Awards.

Please complete this electronic submission by filling in the fields, saving and returning this PDF to [awards@countryside-alliance.org](mailto:awards@countryside-alliance.org) and return it to us by **Friday 19<sup>th</sup> January 2018**. We will then contact you to organise a judging visit. Please feel free to use as many extra sheets as you wish and supply any supporting information you have.

#### The judging criteria for the butcher category are below:

- ♦ Is this retailer a qualified and experienced butcher?
- ♦ Is there a high regard for animal welfare?
- ♦ Is this butcher championing 'local food' and supporting other local producers?
- ♦ Has this retailer put the community on the map via the quality and diversity of local produce being sold, and have they breathed life into the community/ local economy?
- ♦ Is traditional butchery at the heart of the enterprise?
- ♦ Has this retailer saved or promoted a traditional local food that may otherwise have been lost?
- ♦ Would winning this competition reward a really special enterprise and tell a positive story about rural life and the farming industry?
- ♦ Does the retailer make an effort to meet their farmers?
- ♦ Is educating the next generation a priority?

When we come to judge we will be with you for around 45 minutes and would simply like you to showcase your business to us. We will have most of the information about you from your questionnaire.

If you would prefer a hard copy of this questionnaire posted to you, please email [awards@countryside-alliance.org](mailto:awards@countryside-alliance.org) or call 020 7840 9340.

Good luck, we'll see you soon!  
Sarah and Jill



**SECTION 1**  
**NAME, ADDRESS AND DETAILS OF RETAILER (& PHOTO PLEASE)**

YOUR NAME

BUSINESS NAME

CONTACT ADDRESS (if different)

CONTACT MOBILE/LANDLINE

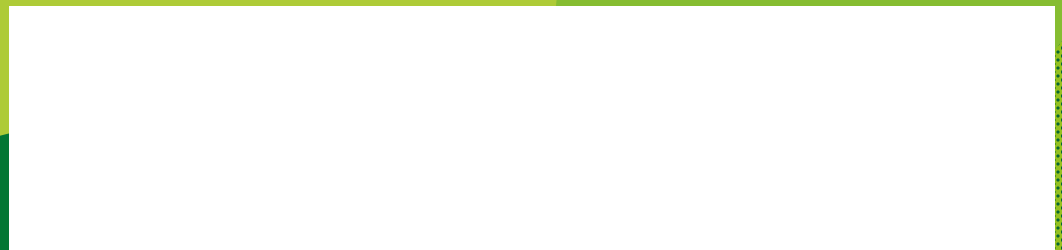
EMAIL ADDRESS

WEBSITE

TWITTER AND/OR INSTAGRAM HANDLES

**SECTION 2**

How many employees do you have? (full time/part time/volunteers)



**SECTION 3**

Examples of type of local suppliers and producers supported and stocked (range of produce – for example how much meat is sourced locally/do you know the provenance?)



**SECTION 4**

Examples of staff knowledge/commitment to local products





**SECTION 5**

Do you work with your producers/suppliers to ensure you get the quality/style of meat your customer's demand?

Blank white box for response to Section 5.

**SECTION 6**

Do you produce anything on-site?

Blank white box for response to Section 6.

**SECTION 7**

Any special promotion of local products? (e.g. "buy local" signs)

Blank white box for response to Section 7.

**SECTION 8**

What role does the business play in the local community? (e.g. support of local community groups, local hunt or shoot, school Neighbourhood Watch)

Blank white box for response to Section 8.

**SECTION 9**


Is your business enhanced by your role within the community?

Blank white box for response to Section 9.



## SECTION 10

Tell us about you and your business – how did you get into butchery, has the shop been in the family for generations, are you a Master Butcher or any other information that you think is relevant and will support your submission.



## SECTION 11

The Countryside Alliance Awards this year is running a one-off Wild Game Champion; if you serve game, can you please tell us a little more, such as do you go the extra mile with wild game, taking care in both the sourcing and cooking of the products, adding it to the menu where possible? If so can you please tell us what you do.



## SECTION 12 Other comments



You may use these pages to expand on any of your responses,  
or for any further information you feel is important to your nomination.

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