



Judging Questionnaire Butcher Category

Congratulations on being a finalist in the 2019 Countryside Alliance Awards.

Please complete this electronic submission by filling in the fields, saving and returning this PDF to rachel-evans@countryside-alliance.org and return it to us by **Friday 22nd February 2019**. 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, please email awards@countryside-alliance.org or call 020 7840 9340.

Good luck, we'll see you soon!
Sarah



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)

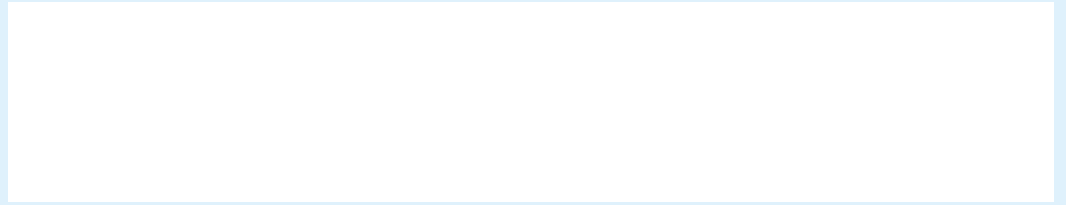
SECTION 3
Examples of type of local suppliers and producers supported and stocked
(range of produce – for example how much meat is sourced locally/do you know the provenance?)

SECTION 4
Examples of staff knowledge/commitment to local products



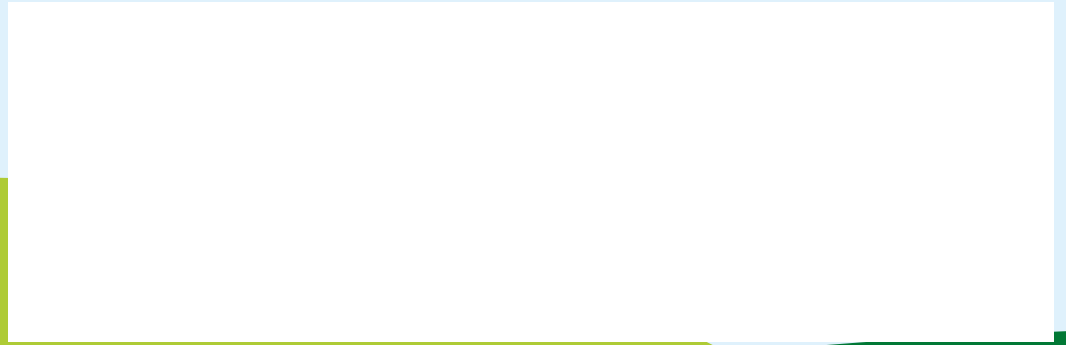
SECTION 5

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




SECTION 6

Do you produce anything on-site?



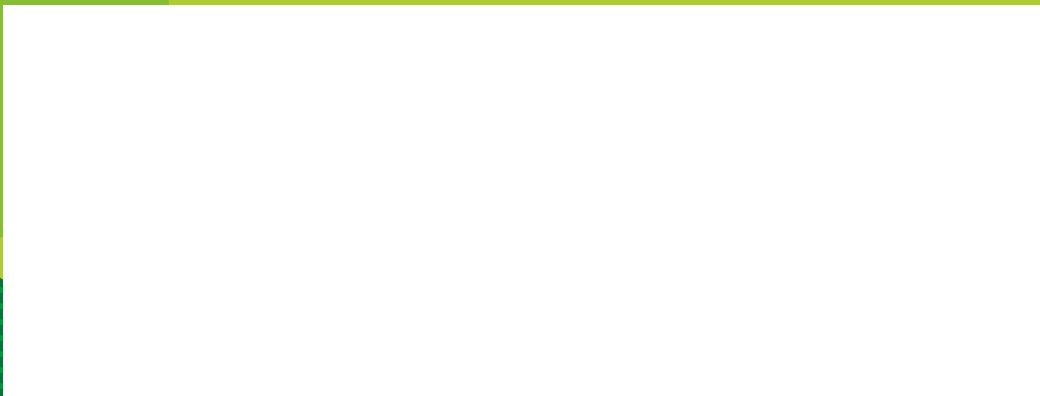
SECTION 7

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




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)




SECTION 9

Is your business enhanced by your role within the community?



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 is again running the Wild Game Champion category, as an additional award crossing over categories; if you sell game and feel that you go the extra mile with wild game, can you please tell us a little more? How do you take wild game to the next level, where do you source it from, how do you present it to your customers, do you produce added value game products, how do your customers react?



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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