

**Countryside
Alliance
Awards**



Judging Questionnaire Butcher Category

Congratulations on being a finalist in the 2020 Countryside Alliance Awards.

Please complete this electronic submission by filling in the fields, saving and returning this PDF to awards@countryside-alliance.org and return it to us by **Monday 24th February 2020**. 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



Follow us on Twitter @CAAWards and use the hashtag #RuralOscars

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 customers 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?

A stylized illustration of a shop window. The window is light blue with a dark blue frame. A white sign with a house-shaped top and the text 'BUY LOCAL' is attached to the window. The background features green hills and a tree on the left.

BUY
LOCAL

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

How do you tell the story of your product to your customers?
Online? Face to face? Marketing?

SECTION 12 Other comments

