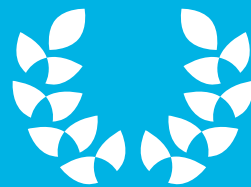


**Countryside  
Alliance  
Awards**



# Judging Questionnaire

# Local Food/Drink 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](mailto:awards@countryside-alliance.org) and return it to us by **Monday 24<sup>th</sup> 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 local food/drink category are below:**

- Is this retailer championing 'local food' and supporting other local producers?
- Has the community been put on the map by the quality and diversity of local produce being sold, and breathed life into the community/ Local economy?
- Is there a passionate commitment from the retailer?
- 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?

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](mailto: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 producers supported and stocked  
(range of produce – for example how much is local)

**SECTION 4**  
Examples of staff knowledge/ commitment to local products and origin  
of produce



**SECTION 5**  
Do you produce anything on-site?

**SECTION 6**  
Any special promotion of local products? (e.g. "buy local" signs)

**SECTION 7**  
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 8**  
Is your business enhanced by your role within the community?

**SECTION 9**  
Do you have any human or animal interest stories? (e.g. built up after Foot & Mouth, family business for generations, brand new enterprise or farm diversification)



**BUY  
LOCAL**

## SECTION 10

Provision of local information to tourists and visitors in leaflets, website presence, information boards.

## SECTION 11

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

## SECTION 12

Is there anything else you would like to tell us?

