Celebrate with the best
Pig & Poultry Marketing Awards

AWARDS LUNCHEON
THURSDAY 28TH APRIL 2016

THE LONDON MARRIOTT COUNTY HALL
The 2016 Pig & Poultry Marketing Awards

RESULTS JUST IN

The 2016 awards were held on 28th April at the County Hall Marriott Hotel overlooking Westminster Bridge.

A fantastic day of celebration across the pig and poultry industry brought together representatives spanning the food chain from primary production, breeding, processing, branding and marketing through to retail.

The speaker was Nathan Ward, business unit director at Kantar Worldpanel, presenting some enlightening stats on the UK food chain and market opportunities.

The presenter was Sean Sparling.

Features on the winners will appear in future editions of Pig & Poultry Marketing.

Thank you to all our sponsors – Zoetis, IDT Biologika, Hysolv, Cobb Europe, Morrisons Supermarkets, ForFarmers, NSF Agriculture, Trouw Nutrition, MSD Animal Health, and 2Agriculture.

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See photos at www.farmbusiness.cc

POULTRY PRODUCER OF THE YEAR
SPONSORED BY ZOETIS
Frogmary Green – Winner
LJ Fairburn – Highly commended
Norfolk Quail – Commended
Kelly Turkeys – Commended

The judges were unanimous in their decision to award Frogmary Green Farm, a 324-hectare poultry and arable unit that’s owned and run by partners Nick and Claire Bragg, the title of Poultry Producer of the Year. The panel was particularly impressed with the way that the business, which produces 987,000 chickens each year across three sites, had explored all types of marketing and created value-added services, such as the cookery school and meeting rooms. What really stood out was the way that the business is engaging with the public at such a high level. As one judge said, ‘all this work and success takes a huge amount of enthusiasm and drive’.

The panel also felt that the company was ‘ahead of the game’ in embracing relevant technology and realising the need for sustainability. It has made considerable investment in biomass and biogas, which the judges felt had to be commended. The judges recognised that this was integral to ensuring that the Somerset-based business would not only be around for a long time but that it would also remain both profitable and engaged with its customers’ needs for properly farmed food. “A real example of how to do it right” sums it up perfectly!

PIG PRODUCER OF THE YEAR
SPONSORED BY MSD ANIMAL HEALTH
Elite Pigs – Winner
Northfarm Livestock – Highly commended

An impressive entry from Elite Pigs, demonstrating excellent performance as well as owner and staff commitment to both the unit and the industry. That’s how this year’s judging panel described the 2016 winner of the Pig Producer of the Year award. The panel felt that Norfolk-based business Elite Pigs, which is owned and run by Nigel and Gill Spalding on the Sandringham Estate near Great Bircham in King’s Lynn, clearly demonstrated the ability to push the boundaries and go the extra mile.

Elite Pigs is a BOP contract breeder and comprises a herd of 1,100 outdoor sows, producing (on average) 7.6kg piglets, on a three-week batch system. It is operated by an experienced, and dedicated, team of four highly skilled staff. The team has worked together for a number of years. Nigel has a lifetime of experience and a great passion for his pigs, which the judges said shone through in this entry. Nigel has been working with pigs for 40 years – 20 of which have been on indoor units – and he believes that the team’s close attention to detail, achieving accuracy throughout all stages of production, is key to the unit’s success. The judges were impressed by his obvious motivation. He says that he has an efficient, high performing, tidy unit and wants it to remain that way: “I just like to do things right.”
VETERINARY EXCELLENCE AWARD
SPONSORED BY HYSOLV UK AND IDT BIOLOGIKA
Ian Lowery, Crowshall Vets – Winner
Paul McMullin, Poultry Vet Services – Highly commended

HEALTH & WELFARE AWARD
SPONSORED BY NSF AGRICULTURE
Philip Twizell, West Newbiggin Farm – Winner
Dale Head Foods – Brandon Fields – Highly commended

TRAINING INITIATIVE OF THE YEAR
Waylands Farm – Winner

PROCESSOR OF THE YEAR AWARD
SPONSORED BY TROUW NUTRITION
Soanes Poultry – Winner Poultry Processor
Tulip – Winner Pork Processor

FOOD CHAIN MARKETING AWARD
Gressingham Duck – Winner
Cherry Tree Farm (brand of Tulip) – Highly commended

TASTE OF EXCELLENCE AWARD
SPONSORED BY MORRISONS SUPERMARKETS
The Artisan Smokehouse – smoked free range duck – Winner
Duchy Charcuterie – Nduja – Highly commended

COBB AWARD FOR INDUSTRY EXCELLENCE
– 100-YEAR ANNIVERSARY AWARD
SPONSORED BY COBB EUROPE
Moy Park – Winner

BRAND IDENTITY AWARD
SPONSORED BY FORFARMERS
Heck – Winner – Pork
Chippindale Foods – Winner – Poultry
St Ewe Free Range Eggs – Highly commended
Three Little Pigs – Commended

Presenter – Sean Sparling
Speaker – Nathan Ward, Kantar Worldpanel

Menu

STARTER
Gillray’s Smoked Haddock Chowder, Rarebit Soldiers

MAIN COURSE
Smoked Gammon Steak Fried Duck Egg, Crackling, Watercress and Granny Smith Salad

DESSERT
Chef’s Ice Cream and Sorbet Selection
Gillray’s English Cheese Board, Crackers and Chutney

Categories