

# 44<sup>th</sup> NORFOLK COUNTY FARM BUSINESS COMPETITION 2025



ORGANISED BY THE AYLSHAM AGRICULTURAL SHOW ASSOCIATION LIMITED  
Main Sponsor



Other Sponsors

 PAYNE Crop Nutrition Ltd.



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**President: Mrs Jane Ritchie**

- Judging Period:** Monday 9th and Tuesday 10th June 2025
- Entries Close:** Entry Form to be sent in post, with cheque payable to, or emailed as per details below, by Monday 12<sup>th</sup> May 2025
- Entry Fee:** £35 plus £70 Membership, if not already paid. All the usual Show privileges apply.
- Bank Details for Online Payment:** The Aylsham Agricultural Show Association Limited, Sort Code: 200326  
Account Number: 70125334
- Administration:** Robert Norman, Poplar Farm, Sutton Road, Hickling, Norwich NR12 0AS  
Telephone: 01692 597070 or 07584 564976 Email:  
agriculture@theaylshamshow.co.uk Website: www.theaylshamshow.co.uk

It is anticipated that the cups and trophies will be presented at the Farm Walk to be held at the Champion Farm in late June/ early July. Full details will be announced after the competition.

## FARMING CLASSES RULES

- 1) All competitors must be members of The Aylsham Agricultural Show Association Limited.
- 2) The competition is open to occupiers of farms, the main homestead or 60% of the total land farmed being within the County of Norfolk.
- 3) This Booklet and the Entry Form are available to be downloaded from the Aylsham Show Website - [www.theaylshamshow.co.uk](http://www.theaylshamshow.co.uk)
- 4) The following points will be considered by the judges:-
  - (a) Judges are asked to judge the farm as they see it on the day, having regard to standards of cropping and livestock husbandry. They should also take into account the suitability of the chosen farming system to the basic resources in land type(s), buildings and other features such as availability of irrigation.
  - (b) Judges will have the discretion to inspect selected fields from a map provided by the competitor.
  - (c) Entrants can expect to be questioned on their cropping and stocking policy.
  - (d) Entrants will also be questioned on the utilisation of full time, part time, pool or contract labour and their use of pool or co-operative machinery and equipment. It will be for the entrants to make out their case for their particular system of farming having regards to modern practice and the need to adopt the best possible farming system for profitable utilisation of the available resources.
  - (e) The judges will not ask to see and should not be shown, annual statutory accounts. These are regarded by the Association as both historical and personal to the entrants. Farm records may be requested by the judges as will cropping plan and livestock records, past and current, and management/budgetary information.
- 5) Any question of ineligibility of a competitor or any dispute arising out of the competition shall be dealt with by the committee, whose decision will be final.
- 6) Subject to the option hereafter mentioned, competitors shall have been in occupation of the land in their entry since the previous Michaelmas and all land occupied by them in conjunction with and under the same management as the main homestead of the farm named on the entry form shall be included, even if part of such land is not in the competition area. For the purpose of clarity where any farm or farms being part of a larger group in one ownership is clearly under the management of a separate professional farm manager, then the area managed may, at the discretion of the Committee, be accepted as a separate entry. Nevertheless, competitors may, at their option, elect to exclude from competition the whole of any extra land taken by them since the previous year, for a period of two years after entering upon such extra land, but must so declare at the first time of entering after taking such land. (Competitors, who have more than one farm in the competition area, shall as a condition of entry, but subject to the expectations set out above, show all the farms as one entry. Where the competitor occupies land outside the competition area, and such land forms an integral part of his farming undertaking, then all such land shall be shown as one holding. A competitor shall exhibit all his livestock whether on the holding or on other grazing land or agisted).
- 7) The judges shall award a first and second place from each farming class. The two first places from each class will then be judged against one another to determine the overall champion.
- 8) The Challenge Cups in all classes are Perpetual.
- 9) The judges will be appointed by the Committee and will at their discretion, make one or more inspections, according to a programme to be drawn up by the Committee, not before the first day of judging.
- 10) If sufficient or insufficient entries are received the Committee reserve the right to amend or alter the Classes or to arrange for pre-selection prior to the first day of judging.
- 11) The first place in each class will automatically qualify for the Championship Class. This will be judged on the last day of judging once the first place winners have been agreed. The Championship may only be won by the same farming organisation for two consecutive years and they will not be permitted to enter any class of the competition for the following year.

## DIVERSIFICATION CLASS RULES

- 1) All competitors must be members of The Aylsham Agricultural Show Association Limited.
- 2) The class is open to business or enterprises' which have derived from a core farming business, whose main homestead or diversified business is located within the County of Norfolk.
- 3) The following points will be considered by the judges:-
  - a) Judges are asked to judge the business as they see it on the day, they should also consider the suitability of the chosen diversification in relation to the core farming business.
  - b) Judges will take into account the financial awareness demonstrated by the individuals in management positions and look for evidence of a clear plan for sustainable business growth
  - c) The judges will not ask to see and should not be shown, annual statutory accounts. These are regarded by the Association as both historical and personal to the entrants
- 4) Any question of ineligibility of a competitor or any dispute arising out of the competition shall be dealt with by the committee, whose decision will be final.
- 5) The judges shall award a first and runner up.
- 6) The judges will be appointed by the Committee and will at their discretion, make one or more inspection, according to a programme to be drawn up by the Committee, not before the first day of judging.
- 7) If sufficient or insufficient entries are received the Committee reserve the right to amend or alter the Classes or to arrange for pre-selection prior to the first day of judging.
- 8) All business details disclosed and during the judging process will remain strictly confidential and will under no circumstances be shared amongst other individuals or parties unless otherwise agreed by the entrant.
- 9) Businesses will be competing for The Stuart Chapman Bowl which shall be awarded to the first place of the competition.

## ELIGIBILITY

- 1) All competitors must be members of the Aylsham Agricultural Show Association. (Membership can be included as part of the Competition entry fee)
- 2) The class is open to business or enterprises' which have derived from a core farming business, whose main homestead or diversified business is located within the County of Norfolk.
- 3) If the diversified business operates in a financially independent manner from the farming business (i.e. independent set of accounts) a clear link between the two business must be demonstrated (i.e. directors or partners in common)



## FARMING CLASSES MARKING GUIDELINES

### **Approach to Business Management:**

Personal objectives, future policy and development of the business financial control, marketing and purchasing. **300**

### **Enterprise Management, Crops, Livestock and Diversification**

Appearance and condition demonstrated by physical inspection of crops, livestock and diversification, as well as reviewing management data of the enterprise. **400**  
Financial and physical performance, from enterprise records.

**Efficiency and Utilisation of Labour and Machinery, and Maintenance of Machinery:** **150**

**Approach to Environmental Care and Stewardship** **150**

**Total Marks** **1000**

## DIVERSIFICATION CLASS MARKING GUIDELINES

### **Approach to Business Management:**

Clear business strategy and objectives, future policy and development of the business, Evidence of Financial control (i.e. budgeting), awareness of target market and efficient utilisation of marketing and promotion. **300**

### **Suitability of Diversification:**

Demonstrating clear link to the core farming business and efficient utilisation of business resources and/or assets, Evidence of; a mutually beneficial relationship between the diversification and farming business, Suitability of the characters managing for the business/enterprise, utilised as a method of succession planning. Consider, business activity, location, characterisation and community impact **400**

### **Financial Performance**

Evidence of enterprise profitability and support for the core business, consider sources of finance, level of gearing applicable to the diversified business/enterprise, utilisation of grant funding. **150**

### **Environmental & Social Responsibility**

Business operates with a high regard for the environment and supports the local rural economy and communities. i.e. Job creation, reduced Carbon emissions, increased visitor numbers to an area, enhancement of biodiversity, links with local business or organisations **150**

**Total Marks** **1000**

**All competitors will be notified of their markings against those of the winner of their class**



## CLASS DETAILS

### CHAMPIONSHIP CLASS:

Prizes awarded are:

**CHAMPION**

**THE BARCLAYS BANK CHALLENGE CUP**

**RESERVE CHAMPION**

**SPECIAL PRIZE**

**THE LEONARD PAPWORTH CHALLENGE TROPHY** will be awarded to the Manager or Foreman of the Champion Farm. Presented in memory of the late Leonard Papworth.

**SPECIAL PRIZE**

**THE JUBILEE CUP** will be awarded to the Best Livestock Enterprise within the Farming Class. Presented by Sir John White Bt.

### OPEN FARM CLASSES:

Prizes awarded are:

**1ST & 2ND PLACE:**

Classes to be determined and categorised once entries have been received.

**1<sup>st</sup> Place Class A: UKF Fertiliser Cup**

**1<sup>st</sup> Place Class B: Foster Harrison Cup**

First & Second place will receive a plaque and the first place will qualify for the championship class.

**SPECIAL PRIZE**

**Pauls & Whites Ltd Cup** for the Best Small Farming Business under 160 hectares, to include livestock, start-ups, diversification, and the farm proprietor being active within the business.

**BEST ARABLE CROP** awarded to the best arable crop in each class. Winners will receive plaque in recognition defining the year awarded and winning crop.

### DIVERSIFICATION CLASS:

Prizes awarded are:

**SPECIAL PRIZE**

**THE STUART CHAPMAN BOWL** for the best non farming diversification undertaken. Not eligible to be awarded to the same farm in two consecutive years. Presented in memory of the late Stuart Chapman.

### FARM HERO AWARDS

**SERVICES TO NORFOLK AGRICULTURE** presented with **The Aylsham Show Salver**

**INNOVATIVE FARMING AWARD** presented with **The Aylsham Show Box**

Nominations for these two awards will be made online through the show website : [www.theaylshamshow.co.uk](http://www.theaylshamshow.co.uk)  
These will be judged by the Show President and the Farm Business Competition Committee.

**All entrants will be competing for the relevant Challenge Cups together with a plaque including a replica of the Association's Crest suitably inscribed. To be awarded to all first and second prize winners.**

**All surplus proceeds from the Aylsham Show are donated to mainly local charitable organisations. Over £1 million has been donated since the Aylsham Show began in 1946.**