



## **PRESS RELEASE**

### **Suffolk Agricultural Association launches Apprentice of the Year Competition**

**18 March 2016**

To coincide with National Apprenticeship Week, Suffolk Agricultural Association (SAA) has today launched a competition to find the Agricultural Apprentice of the Year 2016.

The competition, sponsored by Fram Farmers and in association with Easton & Otley College, is open to all apprentices with a Suffolk employer who are currently studying for any agriculturally related apprenticeship including Arable, Livestock, Production Horticulture, Agricultural Engineering and Game and Wildlife Management.

This prestigious award is an accolade that the winner can use to enhance their CV and help with future job prospects. It will also raise the profile of agricultural apprenticeships and careers across the county.

The career opportunities within the farming industry are incredibly broad and with the increasing importance of technology and business management, apprentices find they are learning a huge range of skills to help them in the future.

To enter, applicants must submit a homemade video no longer than five minutes which includes a brief introduction about themselves, why they chose to do an apprenticeship, how the apprenticeship has helped on their career path and what skills they have learnt. Their employer will also need to add a brief assessment on how the apprentice is progressing and why they should be named apprentice of the year.

Entries must be submitted by 3<sup>rd</sup> May and the winner and runner up will be announced on 18<sup>th</sup> May with a special presentation taking place on 1<sup>st</sup> June during the Suffolk Show at Trinity Park.

Commenting on the competition, Phillip Ainsworth, SAA CEO said, "We have been actively running an agricultural education programme for over 13 years. We believe it is crucial to engage with young people and share the incredible range of career possibilities that are available within our sector. By launching this competition we hope to demonstrate our commitment to the future of the industry and encourage more people to consider a career in farming."

"Fram Farmers members tell us that they want to raise awareness of the excellent career opportunities that there are in today's modern agriculture businesses. This new award is designed to champion our industry, raising its profile in the county's schools and colleges and fuelling ambition and aspiration in our young people to encourage them into our industry which is why I am delighted that Fram Farmers has been able to help make it happen by being the sponsor." explained Richard Anscombe, CEO of Fram Farmers Co-operative.

The winner of the competition will receive a chainsaw users course at Easton & Otley College, £100, a certificate and trophy as well as two tickets to the Suffolk Show. The runner up will receive £50, a certificate and two tickets to the Suffolk Show.

Easton & Otley College Marketing manager, Karen Byrmand, said, "Easton and Otley College is delighted to be supporting the first ever Suffolk Agricultural Apprentice of the Year Awards. We work with hundreds of apprentices in Suffolk and see first-hand the value in the skills that are learnt through this exceptional educational route and believe that apprentices have every opportunity to become the business leaders of the tomorrow."

### **Competition rules:**

- To enter, applicants are asked to submit a homemade video (e.g. made on a smart phone) not exceeding five minutes which covers the following:
  - A brief introduction about themselves
  - Why they selected to do an apprenticeship
  - How the apprenticeship has helped prepare them for being a full time employee
  - The key new skills they have gained
  - An assessment from their employer
  
- All applicants must be currently on an apprenticeship with a Suffolk employer
  
- More information about how to enter the competition can be found here:  
<http://www.eastonotley.ac.uk/news-events/news/suffolk-agricultural-apprentice-year-competition/>

### **Ends**

**Ref:** SS003

### **For further press information please contact:**

Abbie Connell-Smith, Genesis PR  
Tel: 01473 326403  
Email: [abbie.connell-smith@genesispr.co.uk](mailto:abbie.connell-smith@genesispr.co.uk)

Jacqueline French, Genesis PR  
Tel: 01473 326409  
Email: [Jacqueline.french@genesispr.co.uk](mailto:Jacqueline.french@genesispr.co.uk)

### **Notes to editors:**

#### **SAA and the Suffolk Show**

The Suffolk Show is run and managed by the Suffolk Agricultural Association (SAA). As a charity, the SAA's core purpose is to promote the importance of food, farming and the countryside to the economy and character of Suffolk through the Suffolk Show itself and a series of education programmes aimed at young people in schools and colleges.

Tickets for this year's Suffolk Show are now on sale – save £5 per ticket by purchasing in advance online and children aged under 15 go free. For more information visit [www.suffolkshow.co.uk](http://www.suffolkshow.co.uk).