



SUFFOLK
AGRICULTURAL
ASSOCIATION
FOUNDED 1831

BEST ALTERNATIVE LAND ENTERPRISE (BALE)
'The region's premier farming diversification competition'

BALE Award 2017



THE PRIZES

1st: The Ashtons Challenge Cup and £2,000 of legal advice **2nd:** £1,000 of legal advice
Best Newcomer: £1,000 of legal advice **Best 'Green' practice:** £500 legal health check

Ashtons
LEGAL

A Suffolk Agricultural Association Competition, sponsored by Ashtons Legal, to find the Best Alternative Land Enterprise in Suffolk, Norfolk, Essex and Cambridgeshire

THE COMPETITION

Now in its 26th year the hunt is on throughout East Anglia to find the Best Alternative Land Enterprise (BALE). Organised by the Suffolk Agricultural Association and sponsored by Ashtons Legal, the region's premier farming diversification competition is open to farmers in Norfolk, Suffolk, Essex and Cambridgeshire who are members of the SAA. If they are not members of the SAA they may join prior to their entry being accepted. Membership of the SAA is £60.00

Entries will be judged on their creative, commercial and practical merits and contribution to the local economy. There will also be an award for the best green practice where judges will be looking for the integration of green technologies, sustainability, recycling and inclusion of environmental practices.

THE JUDGES

Jonathan Long, Partner and Head of Agriculture and Estates at Ashtons Legal

Wendy Houston, winner of the 2016 BALE competition

The Earl of Iveagh, President of the Suffolk Agricultural Association (SAA)

THE RESULTS

The winners will be announced at the SAA's Annual Agricultural Awards Dinner on Thursday 19 October 2017. All BALE Award entrants will receive two complimentary tickets to the Dinner.

THE RULES

1. The BALE Award is restricted to farmers residing in Suffolk, Essex, Norfolk and Cambridgeshire who are members of the SAA. If they are not members of the SAA they may join prior to their BALE entry being accepted. Membership of the SAA is £60.00.
2. Competitors must have an Agricultural Holding or SBI Number.
3. Judges will visit the businesses on either 28 or 29 September 2017.
4. The judges will look for imaginative, commercial and realistic alternative uses, which include non-agricultural use of farm land. They will also look at contributions to the local economy.
5. The results will be announced and presentations made at the Agricultural Awards Dinner on Thursday 19 October 2017 at Trinity Park. Entrants are encouraged to attend.
6. Any question of eligibility or dispute arising shall be dealt with by the Trustee Board of the SAA whose decision shall be final.
7. Entries must be submitted to the SAA by **Monday 11 September 2017** accompanied by the entry fee of £20.00 (and membership fee of £60.00, if applicable).
8. Any enterprise must have been trading commercially by the competitor for at least 12 months prior to the entry date. Evidence of this may be required.

HOW TO ENTER

Please complete the form below and return to Abi Southworth, SAA, Trinity Park, Felixstowe Road, Ipswich, IP3 8UH with the entry fee of £20.00 per enterprise (and membership fee of £60.00 for the SAA if applicable).

ENTRY FORM

Name of competitor

Name of enterprise

Address

.....

Agricultural Holding/SBI No.

Telephone

Mobile

Email

Please attach a 300-500 word description of the enterprise detailing how it fits the criteria for the competition.

I enclose a cheque, made payable to the Suffolk Agricultural Association, for £20.00 entry.

I wish to pay by credit/debit card.

Card No. - - -

Start Date - Expiry Date - CSV (3 digit code on reverse)

SAA BACS Details: 20-44-51 10865311.
(Please reference your payment 'BALE' followed by your name.)

I have read the rules of the competition and I am a current member of the SAA
or

I have read the rules and would like to become a member of the SAA and include an additional £60.00 with my entry fee

Signed Date

The SAA may use your contact details to provide you with information relevant to the SAA. Your details will be shared with Ashtons Legal who may, as sponsors, wish to provide you with information. Please email enquiries@suffolkshow.co.uk to unsubscribe from this service.

Entries must be received by Monday 11 September 2017.

Judging will take place on either 28 or 29 September 2017.

Please ensure that someone will be available on these dates to escort the judges around the enterprise and to answer any questions.

Ashtons

LEGAL

Ashtons are delighted to have been sponsors of the award since its inception in 1992, during which time the profile of the award has grown to become the region's premier diversification competition. As a business that has supported numerous clients through the diversification process, it is invaluable to us to reward the many and varied enterprises that enter.

The competition has gone from strength to strength since it started in 1992. As partners we look forward to seeing new and old entrants take part and to rewarding the hard work and dedication shown by those who undertake such imaginative and worthwhile ventures.

Ashtons has a long history of working in Agricultural Law and is well established in the region. For legal, business and tax advice for farmers and landowners contact Jonathan Long, Head of Agriculture and Estates, on 01284 762331 or email him on bale@ashtonslegal.co.uk.

In addition to being a founder and judge of the BALE Award, Jonathan is a panel solicitor for the Eastern Region of the Tenant Farmers Association, a member of the NFU and the CLA, Council Member of the Suffolk Agricultural Association, Honorary Legal Adviser to the Suffolk Federation of Young Farmers' Clubs and is closely involved in Suffolk FWAG. He is solicitor and trusted adviser to many families and businesses in the region's agricultural community.



The Suffolk Agricultural Association is a Charity formed in 1831. Its objectives are to raise awareness of food, farming and the countryside and its importance to the Suffolk economy and well-being. Each year it stages the Suffolk Show, an annual showcase of rural life, as well as delivering a range of education initiatives which encourage children and young people to find out more about food and farming and to consider future careers in the sector. It also developed and runs the Trinity Park Conference and Event Centre at Trinity Park.

SAA MEMBERSHIP BENEFITS

Join the SAA to help enable current and future generations to gain a greater appreciation of food, farming and the countryside. For more details visit www.suffolkshow.co.uk.

- Free entry to both days of the Suffolk Show, including free entry to the Ringside Club and free car parking.
- Discounts to other SAA events and special offers.