



SUFFOLK
AGRICULTURAL
ASSOCIATION
FOUNDED 1831

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

BALE Award 2018



THE PRIZES

1st: The Ashtons Challenge Cup, £2,000 of legal advice
and a profile feature in the East Anglian Daily Times

2nd: £1,000 of legal advice

Best Newcomer: £1,000 of legal advice

Best 'Green' practice: £500 legal health check

All legal advice is redeemable with any Ashtons' team for either commercial or individual legal advice.
Early entrants will receive a profile within the EADT County pages prior to judging.

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

The hunt is on throughout East Anglia to find the Best Alternative Land Enterprise (BALE) businesses. 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. Past entrants include: Wedding venues, holiday accommodation, meeting rooms, children's nurseries, garden nurseries, care homes and dairy diversifications.

A short promotional video, with further information, can be seen at www.suffolkshow.co.uk/baleaward

Testimonials from past winners:

"To be recognised amongst such a high level of entrants as winners was a huge boost to us both personally and professionally and more importantly, to all of our staff. The competition highlights the industries tucked away in rural locations bringing innovation, employment and opportunities to our region and has raised our profile significantly. The Award helped us to evaluate what we have achieved and has encouraged us to continue to look forward." **2016 winner.**

"The BALE Award was an exciting time for us all. Not only did it provide us with promotional opportunities in the local press and radio, but it gave our staff team a tremendous boost and us all, a valuable reminder of what we achieve daily. This is easily overlooked by the busy demands of running diversified businesses. The application process was thought provoking and an opportunity to reflect on our activities". **2014 winner**

THE JUDGES

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

Wendy Houston, winner of the 2016 BALE competition

Loudon Greenlees, Suffolk Agricultural Association (SAA)

THE RESULTS

The winners will be announced at the SAA's Annual Agricultural Awards Dinner on Thursday 18 October 2018. All BALE Award entrants will receive two complimentary tickets to the Dinner and further tickets can be purchased.

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 £62.50.
2. Competitors must have an Agricultural Holding or SBI Number.
3. Judges will visit the businesses on either 4 or 5 October 2018.
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 18 October 2018 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. 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
Hannah Woods, SAA, Trinity Park, Felixstowe Road, Ipswich, IP3 8UH
by Friday 21 September 2018.

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.

*Delete as appropriate

*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 I enclose a cheque made payable to SAA for £62.50

*I have read the rules and would like to become a member of the SAA and would like to pay by BACS

SAA BACS Details: 20-44-51 10865311.

(Please reference your payment 'BALE' followed by your name.)

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.

Judging will take place on either 4 or 5 October 2018.

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



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 for hire all year round.

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.



Ashtons LEGAL

Ashtons Legal 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 Ashtons judges look forward to seeing new and old entrants take part and to recognising 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. Independent legal commentators Legal 500 rank Ashtons' Agriculture and Estates in their top tier and say "A leader in the field regionally", Ashtons Legal 'has a local knowledgebase without rival in the area and is part of that rare breed of law firms delivering first-rate service without excessive fees'."

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.

