

PINNACLE AWARDS 2012

Open to students for Excellence in Business Management



Supported by The Farmers Club, ADAS UK Ltd and The Cave Foundation



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FOUNDATION

Introduction

The Farmers Club Pinnacle Awards now in their 15th year are a regular fixture in the academic calendar and present a unique challenge for students to demonstrate their potential. These Awards provide students who are planning to work in the agricultural industry an opportunity to demonstrate their potential and receive a valuable cash prize. Students who enter are encouraged to develop innovative, competitive and realistic business strategies that also meet the wider environmental requirements.

Participation should involve very little additional work. Tutors select and submit up to two projects which may form part of normal coursework. These are assessed against defined criteria and aims of the award scheme by a panel of judges from The Farmers Club, ADAS, The Cave Foundation and The Guild of Agricultural Journalists. The panel will be chaired by Professor David Leaver. Short listed students are invited to The Farmers Club in London for an interview and provide a presentation of their project. The prizes are presented to the top 3 at a formal dinner on the same day with the panel, friends, families and lecturers.

A total of £6,000 in prizes for the Awards is most generously donated by The Cave Foundation. Administration and other support is given by ADAS and The Farmers Club.

The purpose of the Awards is to:

- Stimulate and encourage an innovative approach to business management within a context of productive farming which minimises environmental impact
- Provide encouragement to students to develop and enhance their knowledge and application of budgeting, financial assessment, commercial viability and the environment. .
- Demonstrate an awareness and understanding of the issues involved in securing our food and enhancing the environment
- Develop problem-solving skills
- Provide an opportunity for students to develop communication and presentation skills

Who can enter?

The awards are open to full-time students on a college or university course that is related to the rural economy who will complete a practically based business related project as part of their course during the academic year 2011/2012.

Students are entered on the recommendation of their college or university as having undertaken a project of a high standard which is suitable for assessment in competition with others.

The project may form part of normal course work.

Entries from group based projects are permitted, with the interview and presentation being open to only one member of the group.

How to Register

Registration is in three stages:

1. Initial interest in submitting entries for the awards must be made on the official form by 13 January 2012
2. Confirmation of the number and name of entries to be made by Friday 9 March 2012
3. Submission of the entry including full contact details of the student and tutor Friday 30 March 2012. Entries **MUST** be submitted in written format. Electronic submissions in Word, Excel or PDF format are preferred although printed entries will be accepted.

Entries received after the cut off date may be excluded from the competition.

Prizes

All eight finalists will be invited to final judging and award presentation at The Farmers Club on 26th April 2012. The presentations will be made at the formal dinner on the same day.

First place receives the Nickerson Cup and The Farmers Club GOLD Student Pinnacle Award of £2400

Second place receives The Farmers Club SILVER Student Pinnacle Award of £1200.

Third place receives The Farmers Club BRONZE Student Pinnacle Award of £800.

All 8 finalists will receive a year's free membership of The Farmers Club.



The University/College of all 8 finalists will receive £200 to help towards any travel and accommodation costs.

Assessment Criteria

Initially entries are assessed on the written project. For those students who are shortlisted, there will be personal interviews and presentations held in a competitive environment.

All entries:

- Investigation and identification of issues and priorities
- Understanding of the full range of business management skills balanced with a need to produce food and enhance the environment
- Appropriateness and innovation of the proposals
- Methodology, and accuracy of the supporting data

Recommendations for follow up actions and progress monitoring

Finalists will also be assessed on their:

- Interview and presentation skills

Notes to tutors

- This award scheme requires you to select and submit up to two projects.
- These could be a part of your students' normal coursework, or a specific assignment.
- Work carried out by students working in groups is accepted. You should note only one student per group will be invited to the interview, presentation and award dinner, and if successful, there will be only one prize per group.
- Please bear in mind the aims of the scheme and the assessment criteria in selecting your submissions.
- Please make registration and submission by the deadlines.
- Please do not hesitate to contact the administrator of the Awards, Gina Monckton, Tel. 01902 693217 if you have questions or guidance on what is involved.

To register your interest please email Pinnacle@adas.co.uk.