

The Backed by Harbro package includes:

- £3000 Harbro credit for buying feed, supplements and sundries
- Nutritional advice, benchmarking and carbon foot printing services
- Skills improvement plan, including visits to industry leading businesses
- Allocation of an industry mentor, tailored to suit business requirements
- Merchandise package

How to apply:

1. Download the application form from our website and complete fully.
2. Create 3 minute video, as outlined on application form.
3. Email application form to BackedByHarbro@harbro.co.uk and include link to video on YouTube.

Terms & Conditions:

- Applications must be received by 11th July 2021 at 11.59pm
- Applicants must be aged 18-40 on 11th July 2021
- Backed by Harbro support will be provided from 1 August 2021 until 31 July 2022 inclusive
- Applicants must have been farming as a vocation for less than 5 years
- Applicants must be farming sheep and/or beef cattle
- Open to residents of GB only
- Non-Harbro customers are eligible to enter and no bias will be shown by the panel
- Excludes employees of Harbro Ltd and their immediate families, agency or anyone professionally connected to Harbro Ltd and the initiative.
- No responsibility can be accepted for applications which are incomplete, delayed, damaged, wrongly delivered or not received for whatever reason
- Only one entry per farming business
- Applications will be reviewed by a panel assigned by Harbro, who may invite some applicants for interview ahead of selecting two participants.
- The panel's decision is final
- Media coverage will be generated by Harbro Ltd and use of photographs and videos provided may be used for publicity purposes
- Any use of Harbro logo and our intellectual property must be approved

- Harbro reserves the right to terminate the agreement at any time and prior notice will be given
- Credit will be assigned to a Harbro customer account. No cash alternatives
- Harbro clothing and merchandise supplied will be from a limited range of brands and selected items featuring the Harbro logo
- The duration of the foundation is one year inclusive. Extension of this may be agreeable between Harbro and the participant
- The complete package is non transferrable, no cash alternatives

Participant Commitments

- To gain the full benefit of being Backed by Harbro, a good level of commitment, enthusiasm and engagement with Harbro is expected
- To share the progress of the farming enterprise and the benefits of the 'Backed by Harbro' initiative, regular social media posts will be required. #backedbyHarbro should be used
- A quarterly video diary or written update is required, which will be shared on social media platforms
- There will be additional ad-hoc media opportunities which should be engaged with