

# Cream Awards Entry Brochure



**THE CREAM AWARDS**  
DAIRY INDUSTRY TRADE AWARDS 2026

**Awards Dinner**  
3rd September 2026  
Chesford Grange Hotel  
Warwickshire

**Healthy herds**

**New ideas**

**Teamwork**

**Leadership**

**Start your entry today**  
[www.creamawards.UK](http://www.creamawards.UK)

**Thank you to this year's sponsors**

**LELY ATLANTIC - ARLA FOODS - KITE CONSULTING - TROUW NUTRITION  
MSD ANIMAL HEALTH - TECHNA - VIRBAC - KW FEEDS - DAISY VENDING  
NATIONAL FARMERS UNION - WYNNSTAY - VILOFOSS - VOLAC MILK REPLACERS**

**Go to the website to nominate someone or upload your entry, deadline 31<sup>ST</sup> May 2026**  
[www.creamawards.UK](http://www.creamawards.UK) e: [caroline@calderwood.cc](mailto:caroline@calderwood.cc) for all enquiries

## What the judges want to see

- 1 They want to hear from you - they want to know what's happening in the industry, new innovations, new ideas and to hear about your success stories
- 2 They want to find ambassadors for the industry that can help to drive a more positive, forward thinking dairy industry to go forward with confidence
- 3 Judges are looking for dynamic individuals and companies
- 4 Companies that go the extra mile to reach their goals
- 5 Quick to adopt new technology and ideas
- 6 Attention to health and wellbeing is paramount
- 7 Committed to training and enhancing skills
- 8 Good sustainability credentials
- 9 Individuals that deserve recognition

## What to Submit

### ● WHY YOU SHOULD WIN?

Tell us why you feel you or your company should win your chosen category (minimum 700 words).

### ● INCLUDE RELEVANT DATA

Include as much information as possible about why you think you are the winner in your chosen field. Evidence of your success is important, as are testimonials, KPI reports – please send us whatever best supports your entry and please take time to ensure that you have clearly shown how you or your business stands out among your competitors, and that your measure of success is clearly demonstrated.

### ● FINANCIAL SUCCESS

Financial statement of your business growth and success to support your entry, can be included where applicable to the category, such as your turnover for the past year, or any other growth indication, such as investment in new avenues of business.

### ● GATHER TESTIMONIALS

Consider asking your peers to write about you, about your skills and stand out qualities. Judges always like to hear what your customers and colleagues have to say about you/ your business and this can really enhance your awards entry.

## 15 CATEGORIES TO ENTER

Nominate someone you know. Enter your business.  
Put yourself forward today!

## Senior Judging Panel

### David Cotton, Dairy farmer & Chairman of Judges

David farms with his family at Bridge Farm in Somerset with a 300-cow Autumn block calving herd and 300 youngstock. He is a Trustee of the Royal Bath and West Society and Chairman of the Dairy Show at Shepton Mallet.

### Mike King, RABDF Council Member, M&S Dairy Farms Board

Along with his brother Chris, Mike runs the Kingspool Holsteins herd at Two Pools Farm in Gloucestershire. With the herd established almost 100 years ago, and now numbering 800 year-round calving cows.

### Séan Rickard, Economist and advisor

Former NFU Chief Economist, Director of Cranfield MBA programme and government advisor. Sean now provides independent economic analysis primarily relating to the food industry. He is also Chair of First Milk's Members Committee.

### Robert Craig, RABDF Chairman and Dairy Farmer

Robert oversees the management of three pasture based dairy units in the north of England covering over 2000ac milking around 1500 cows. Robert stepped off the First Milk board in October 2023 having served the maximum term for a non exec director. Awarded a Nuffield Scholarship in 2012, Robert maintains a keen interest in sustainable agriculture, in particular working with the Sustainable Food Trust, based in Bristol.

### Sarah Tomlinson, Lead Veterinary Science Expert at AHDB

Sarah is the Lead Veterinary Science Expert at AHDB and is also the Technical Director of the TB Advisory Service (TBAS). Sarah is a member of the Government stakeholder group the bTB Partnership and the Welsh Government TB Technical Advisory Group, she is also a British Cattle Veterinary Association (BCVA) director, an RABDF Trustee and a board member of the NBA.





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*Lead sponsor*



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email [caroline@calderwood.cc](mailto:caroline@calderwood.cc)

For advice on what to include  
in your entry, please call us on  
07786 993797

Organised by



Entries must be received by 31st May 2026

## THE CREAM AWARD

Sponsored by:  
**Lely Atlantic**



The overall Dairy Company of the Year, chosen by the judging panel on the judging day, winner of the John Beckett Memorial Cup. Criteria - any company working in the UK dairy chain.

### What are our judges looking for?

A company working in the dairy industry, contributing to the success of the dairy industry, you will demonstrate that as a direct result of your business, and the activity, product or service you offer, your contribution to the industry is an exemplary one. You will be investing in and confident of a bright future for dairy. You can enter this category, but judges will also make their choice from all companies entering all categories.

#### Category Judge:

**John Smout, Proposition Manager, Milking and Digital, Lely Atlantic**

#### About the judge

As Proposition Manager for Milking and Digital, John's role is to manage the internal teams and work closely with the Lely centres and wider stakeholders. John has over 20 years' experience within agriculture, mainly focusing on dairy. With a strong connection with the industry both professionally and personally, he has worked across the sector – initially working for a GEA dealer selling their Milking technology – he has also worked for animal health and disease control company Progiene working with their distribution network across the UK and Ireland. Plus, roles with startup and scaling agritech businesses; notably with Nofence, and their virtual fencing technology, developing global markets, sales and research of the products as global market development director. Today, as Proposition Manager for Lely Atlantic John will work with the senior judging panel across all the awards categories, in search of this year's Cream Award Winner for 2026.

## DAIRY VET OF THE YEAR

Sponsored by:  
**Virbac**



Nomination or self entry. Criteria - UK dairy vet (an individual).

### What are our judges looking for?

The ideal farm vet is driven by a commitment to evolving disease management and proactive herd health planning. Our winner will demonstrate a proven ability to provide practical, actionable advice to dairy farmers and herdspeople, partnering with them to reach production targets with maximum efficiency. We are looking for a candidate who excels in knowledge transfer – staying ahead of technological shifts and emerging threats to keep their clients informed and resilient. Above all, the winner will be an exceptional communicator and a collaborative team player, working alongside the farm team within their network of advisers to deliver a gold-standard service.

#### Category Judge:

**Sarah Kearney, Farm and Equine Product Manager, Virbac**

#### About the judge

Sarah leads the Virbac Farm and Equine portfolio, specializing in the intersection of clinical health and on-farm productivity. A Harper Adams graduate with a BSc (Hons) in Equine Science, she brings a wealth of technical expertise in performance and production systems. Her career spans high-level nutritional strategy at Newmarket's elite stud and race yards with Dodson & Horrell, followed by a tenure as Head of Equine and Farm Nutrition at Allen & Page. Sarah utilizes this multispecies background to provide vets and producers with holistic solutions that integrate veterinary medicine with practical herd and stable management.

## DAIRY VET PRACTICE OF THE YEAR

Sponsored by:  
**Virbac**



Nomination or self entry. Criteria - UK Veterinary practice.

### What are our judges looking for?

This category seeks to recognize a UK veterinary practice that stands as a leader in the field of veterinary care. We invite practices to nominate themselves and provide client testimonials as evidence of their exemplary service. Submissions should detail your collaborative planning process with farmers and how your team works together to formulate comprehensive on-farm health and welfare strategies. We are looking for practices that excel in imparting knowledge and innovative ideas to help clients maximise both health and production, both now and for the future.

#### Category Judge:

**Sarah Kearney, Farm and Equine Product Manager, Virbac**



## YOUNG DAIRY FARMER OF THE YEAR

Sponsored by:  
**Kite Consulting**



Nomination or self entry. Criteria - dairy farmers under the age of 35 may enter.

### What are our judges looking for?

This award looks to celebrate young farmers who are playing a leading role in a farm business. We encourage applications from next gen or employees taking on a lead role in existing businesses and new entrants. Candidates will be expected to demonstrate that they are leading a sustainable business, one which is profitable, delivering strong technical performance and having a positive impact on people and the planet.

#### Category Judge:

**Becki Reay, Head of UK Corporate, Kite Consulting, part of the Asterra Group**

#### About the judge

Having graduated with a first-class BSc (Hons) in Applied Animal Science in 2008, working in Agriculture ever since, Becki has been dedicated to dairy for the last decade. She is Head of Kite's UK Corporate business, working with major dairy processors, retailers and their supplier pools and leads marketing and PR across the Kite business including being the producer of the weekly Kite Podcast. #



You can enter up to 2 Categories

## YOUNGSTOCK HEALTH & WELFARE AWARD

Sponsored by: MSD Animal Health



**Nomination or self entry.**  
**Criteria - UK dairy farmers.**

The dairy farm business that demonstrates proactive health and welfare management of youngstock on farm from the first day of life. Robust vaccination, hygiene, biosecurity and monitoring protocols will form part of the herd's standard youngstock management procedures. The farm herd health plan will be integrated into daily management of the farm, as will the use of records and any initiatives undertaken. A team inclusive approach in the care of the herd should be demonstrated, with standard protocols for routine tasks and regular team meetings to review key processes and sharing of ideas.

### Judges:

**Robert Simpson, GB Marketing Lead – Ruminant Business Unit, MSD Animal Health.** Robert is an experienced veterinary sector marketing manager having previously worked for Genitrix Animal Health, Dechra Veterinary Products and Vetoquinol. Since 2017 Rob has specialised in the ruminant sector with a key focus on youngstock health and welfare. Rob hails from a farming background and is passionate about the health and performance of all ruminants.

**Kat Baxter-Smith, GB Veterinary Advisor for Biopharma – Ruminant Business Unit, MSD Animal Health**  
After qualifying as a veterinarian from the Royal Veterinary College in 2010, Kat worked in mixed practice for seven years, gaining a Certificate in Advanced Veterinary Practice (Equine Medicine). Kat joined MSD as a regional veterinary advisor and then as beef and sheep veterinary advisor. Today, Kat specialises in providing technical advice to practicing vets and farmers and regularly speaks at events.

## HIGH FEED EFFICIENCY AWARD

Sponsored by:  
**KW Feeds**



**An award for high feed efficiency demonstrated on farm**

**Criteria - UK dairy producers, herd managers.**

### What are our judges looking for?

An essential component of a high performing, healthy herd is accurate nutrition. This accuracy can be quantified through feed efficiency. Feed efficiency and profitability go hand in hand – the correct feeding regime makes a significant difference to milk output, milk quality and of course the sustainability of your herd. It is essential that up-to-date KPIs and costings are submitted with your entry.

### Category Judge:

**Anna Sutcliffe, Ruminant Technical Manager, KW Feeds**

### About the judge

A degree in Animal Science from Edinburgh University, followed by a PhD from Nottingham University investigating the dynamics of rumen function and the impact of designing rations that synchronised energy and protein supply to the rumen microbiome on cow productivity. Today Anna provides nutritional support and advice to dairy farmer customers for KW Feeds.



## DAIRY TEAM AWARD

Sponsored by:  
**National Farmers Union**



**Nomination or self entry.**  
**Criteria - an excellent example of a team which works together to deliver for your business**

### What are our judges looking for?

It takes a whole range of skilled individuals to work to an agreed strategy in order to deliver results for your farm – it takes TEAMWORK. You employ full time, part time, contracted services, AI specialists, vets and nutritionists and more. So, this year, the Cream Awards is asking you to put forward your farm team for this special award. Tell us how your team work together to plan and to ensure the overall health & wellbeing of the animals on farm, whilst helping deliver the profitability goals the business needs. As they saying goes, there is no 'I' in 'Team'.  
#teamdairy

### Category Judge:

**Judged by a panel to include the NFUs National Dairy Board Chair**



## HIGH PERFORMANCE DAIRY FARM

Sponsored by:  
**Arla Foods**



**Nomination or self entry.**  
**Criteria - UK dairy farmers. Demonstrable measures verified by your records, consultant, vet or other independent member of the industry.**

### What are our judges looking for?

We are looking for a farm with high levels of production and cost efficiency across the board plus a strong plan on creating a sustainable future, the highest standards of welfare, the candidate will also be conscious to minimise the use of antibiotics. The above average all-round performance would be demonstrated by KPI records of good physical performance and excellent financial results represented by year-on-year low production costs in pence per litre (eg NMR records, or other equivalent). Results will be achieved through effective management of all aspects of the dairy enterprise & examples of sustainability on farm.

### Category Judge:

**Paul Dover, UK Agriculture Director, Arla Foods**

### About the judge

**Paul Dover sits on the UK Leadership Team.** Paul has a wealth of experience spanning more than 20 years in the food and retail industry. Since joining Arla in 2016, He has worked in several commercial roles with customers such as Tesco, the Co-op Morrisons and M&S. Roles have included optimising investment plans across branded promotions and pricing, leading channel strategies and delivering own label tenders. He moved to the Agri-Commercial team 18 months ago, initially focusing on milk quality and the relationship with Arla's farmer owners. He also took up a position on the Dairy Sector Board for Red Tractor.

**#teamdairy #creamawards @dairyawards**

## What to Submit

### DATA SHEETS ARE IMPORTANT

(Farm categories)

Including your latest year on year Key Performance Indicators will make it easier for judges to compare your business with others.

This is not the only judging criteria, as judges are always looking for a balance of qualities, but please do include these reports, and ask your vet or farm adviser to help provide this data.



### INCLUDE IMAGES TO SUPPORT YOUR APPLICATION

It always helps bring your awards entry or nomination to life, so please include images with your application where applicable.



## MOST EFFICIENT AMS FARM

Sponsored by: **Techna in association with Advanced Ruminant Nutrition**



### Nomination or self entry Criteria - UK dairy farmers.

An award for highly efficient and consistent outputs on an Automated Milking System, whilst still maintaining a high health status. A proactive attitude to animal health and welfare and good team management.

### What are our judges looking for?

Understanding the links between cow health, management, nutrition and robotic data in order to maximise profitability. Dairy farmers who value a proactive approach to robotic milking to maximise their potential beyond initial installation. Evidence of the maintenance of a high health status and welfare of the cows whilst increasing efficiency. Looking at both long and short term objectives to assess the sustainability of their systems. Understanding the importance of a collaborative/team approach to meet farm targets. Last year's entries were outstanding and this year, we're looking forward to seeing entries from both medium and high output systems.

**Category Judge:** Eoghan Mullery, Technical Director, Advanced Ruminant Nutrition

### About the judge

Eoghan brings over two decades of experience feeding cows, including three years working in North America. Specialising in nutritional management for robotic milking systems, Eoghan was instrumental in setting up the company's robotic division - Advanced Robot, and provides robotic consultancy to clients in the UK and Europe. Eoghan is still active on farm alongside his current role as Technical Director.

## FERTILITY HEALTH & WELFARE AWARD

Sponsored by: **VOLAC MILK REPLACERS (Feed for Growth)**



### Nominated by vet or self-entry by the farm. Criteria - UK dairy farmers

### What are our judges looking for?

Candidates should have an understanding and evidence of engineering characteristics that promote milk production, increase solids, health & management traits that can be passed to the next generation of cows. We are looking for dairy farmers who value an annual calving interval and link it to boosting farm profitability, monitoring genetic improvement and extra milk in early lactation. This is an award for high and consistent fertility rates on farm, proactive breeding strategies in the unit, high levels of health & hygiene.

**Category Judge:** Dr Jessica Cooke, Research and Development Manager, Volac Milk Replacers

### About the judge

Dr Jessica Cooke gained a BSc in Zoology from the University of Leeds, followed by a PhD at the Royal Veterinary College, London, studying the impact of calf development on the subsequent fertility, productivity and longevity of dairy cows. Following a 3-year period of postdoctoral research at the RVC, she joined Volac Milk Replacers in 2010 as a Young Animal Technical Specialist before progressing into Research and Development. She is responsible for the young animal R&D innovation portfolio, using scientific research to steer product development, and the delivery of knowledge of both research and products to farmers, customers and key stakeholders within the dairy industry.

## THE DAIRY SUSTAINABILITY AWARD

Sponsored by: **Trouw Nutrition**



### Self-entry or nomination. Criteria - UK Dairy farmers making sustainable farm practices a priority.

### What are our judges looking for?

The three principals of sustainable dairy businesses are environmental, social and economic sustainability. Today's dairy farms need to be sustainable in every sense to future proof their businesses and make sure that they are viable for the long-term. Entrants will be able to demonstrate they have a clear sustainability plan for the business as a whole and how they are making progress toward these principals - improving environmental sustainability within their commercial dairy business while helping improve the work life balance and well-being of all on the farm. This year the judges will have a special focus of how heifer-rearing improvements are contributing towards the farm's overall move to net zero and the financial sustainability of the business. Clear examples of how the move to a more sustainable business promotes staff wellbeing and team satisfaction will also be advantageous.

**Category Judge:** Nacia Bonnick, Young Animal Feed Technical Sales Advisor, Trouw Nutrition GB

### About the judge

Nacia Bonnick holds a BSc (Hons) in Agricultural and Livestock Science from The University of Nottingham. During her studies, she completed a placement year at an arable farm affiliated with a grain technology business, where she gained hands-on experience managing grain stocks using NIR machines. She later joined the University of Nottingham's Dairy Centre, and then transitioned to Trouw Nutrition as a Formulator, specialising in milk replacers.



## AWARD FOR INNOVATION

Sponsored by:  
**British Dairying**



Product or business innovation in the dairy chain - self entry. Criteria - companies offering products or services.

### What are our judges looking for?

Innovation drives the industry forward. Do you or your company have an innovation you think is worthy of an award, one that could benefit from the positive promotion surrounding such a win?

This could be a technical, mechanical innovation, a high-tech product innovation or management system, robotics technology, an online product or app, or a new medicine, or it could be a new concept/new way of thinking.

Please include innovations launched or developed in the last 2 years.

**Judging:** Judging by a select group of previous Cream Award winning farms.



## DAIRY VITALITY AWARD

Sponsored by:  
**Wynnstay**



Vitality in the herd - highest standards of health & welfare, effective disease management protocols.

Criteria - UK dairy producers, herd managers.

### What are our judges looking for?

The judges will be looking for a farm business that understands the importance of maintaining consistency across the entire herd. They must show a real commitment to reducing lameness in the herd and be able to clearly demonstrate the measures they have taken which have resulted in very low levels - prevention, early detection and treatment. How does the farm achieve consistent levels of vitality across the herd - what are the strategies in place to ensure high welfare standards?

**Category Judge:** Iwan James, Head of Dairy Services



## DAIRY FARM DEVELOPMENT AWARD

Winning the Anthony Wills Memorial Cup

Sponsored by: **Vilofoss**



The winner receives The Anthony Wills Memorial Cup. Nomination or self entry. Criteria - UK dairy farmers

This category represents a celebration of new dairy farm construction or redevelopment of existing farm infrastructure to improve efficiency and sustainability of production. Entrants will demonstrate clear business vision for the future and the next generation through investment and will showcase dairy enterprises that are investing effectively for the future.

### What are our judges looking for?

The judges will be looking for stand out strategies, implementation and evidence of successful delivery resulting in development, innovation and sustainable practice.

**Category Judges:** Vilofoss category judge John Fish, Country Manager - UK & Ireland, and Trevor Birchall, Managing Director TBA Ltd.

## NATIONAL MILK VENDOR OF THE YEAR AWARD 2026

Sponsored by:  
**Dairy Vending**



Tell us about your milk vending operation, your journey in the creation of this new venture, your aims and aspirations for the business.

### What are our judges looking for?

We are looking for a milk vendor in the UK that has been demonstrating outstanding achievements in the milk vending sector. This can be showcased by exceptional qualities in creativity, dedication and innovation throughout their milk vending journey.

Actively enhancing the image of dairy in your local community, you will be championing reduced food miles, sustainable packaging systems, providing high-quality British, locally produced milk to the community. How has your overall business benefitted from the success of this farm diversification and importantly, what do your customers say about you?

Please tell us why your milk vending diversification stands out in the crowd.

**The winner will be given a winning plaque to place on the farm wall, celebrating your excellence as the NATIONAL MILK VENDOR OF THE YEAR 2026. The Award will be judged by a panel of farm professionals during July 2026. Winner will be announced at the Awards on September 3rd.**

# THE CREAM AWARDS

DAIRY INDUSTRY TRADE AWARDS 2026

## CATEGORIES

- THE CREAM AWARD** - sponsored by **Lely Atlantic**  
**THE DAIRY SUSTAINABILITY AWARD** - sponsored by **Trouw Nutrition**  
**HIGH PERFORMANCE DAIRY FARM AWARD** - sponsored by **Arla Foods**  
**MOST EFFICIENT AMS FARM** - sponsored by **Techna** in association with **Advanced Ruminant Nutrition**  
**HIGH FEED EFFICIENCY AWARD** - sponsored by **KW Feeds**  
**YOUNGSTOCK HEALTH & WELFARE AWARD** - sponsored by **MSD Animal Health**  
**DAIRY VITALITY AWARD** - sponsored by **Wynnstay**  
**FERTILITY HEALTH & WELFARE AWARD** - sponsored by **Volac Milk Replacers**  
**DAIRY VET OF THE YEAR** - sponsored by **Virbac**  
**DAIRY VET PRACTICE OF THE YEAR** - sponsored by **Virbac**  
**DAIRY TEAM AWARD** - sponsored by **National Farmers Union**  
**YOUNG DAIRY FARMER OF THE YEAR** - sponsored by **Kite Consulting**  
**DAIRY FARM DEVELOPMENT AWARD** - sponsored by **Vilofoss**  
**NATIONAL MILK VENDOR OF THE YEAR AWARD 2026** - sponsored by **DAISY VENDING**  
**AWARD FOR INNOVATION** - sponsored by **British Dairying**

**FOR TABLE ENQUIRIES AT THE EVENT IN SEPTEMBER,  
PLEASE CONTACT: [caroline@calderwood.cc](mailto:caroline@calderwood.cc) T 07786 993797**

**The Cream Awards dinner takes place at Chesford Grange,  
Warwickshire on September 3rd 2026.**

**[www.creamawards.UK](http://www.creamawards.UK) [www.britishdairying.co.uk](http://www.britishdairying.co.uk)  
**#teamdairy#creamawards @dairyawards****

Information supplied as part of entries will be treated as confidential and only used for the purposes of the Awards. Judges have the right to determine the standard of an Award and to withhold an Award in any category if, in their view, entries are not of sufficient merit. Judges may reallocate an entry to a different category. The judges' decisions are final, and no judge will enter into conversation or correspondence about decisions that have been made. The winner of each category will be announced at the Awards ceremony and dinner due to take place on 3<sup>rd</sup> September 2026. There will be no prior disclosure.

*The Cream Awards – Dairy Industry Trade Awards, is a brand of British Dairying and publisher Grove House Media Ltd.*

Organised by British Dairying [www.britishdairying.co.uk](http://www.britishdairying.co.uk)



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