



Farm Factor

Farmers in fierce competition to become 'Farmer of the Year'

Reality Competition Format: 8 x 45 minutes



BAFTA
NOMINEE
CYMRU



FARM FACTOR : HUMAN INTEREST - COMPETITION - REALITY - ENTERTAINMENT



In this day and age, farming is often a multi-million dollar industry, with modern day farmers having to become proficient with heavy equipment, sustainable and bio technology, stringent rules and regulations as well as new inventions and holistic approaches. Yet, if you cut to the core, it's through muck, sweat, tears and tantrums that real farmers deliver the goods on real real farms!

Ten farmers, two judges and a presenter are cast. Over the course of the series the farmers, from every part of the country will have to overcome physical as well as mental challenges to test their practical skills and farming knowledge to the limit. And each week one farmer will be eliminated from the competition.

Milking cows and goats, scanning pregnant pigs, cattle hoof trimming and sheep shearing, are just a few of the many tasks, using the latest technology as well as traditional methods that the farmers will have to deal with. But that's not all, farmers today have to be innovative and entrepreneurial to survive, and they will have to prove that they have the business acumen and promotional skills to cut it in the marketplace.

As well as getting to know the contestants, each week we will be given the opportunity to get to know each farmers' family and learn about their relationships and daily life and work, after all, farming is a family affair, with each member of the family having to pull their weight.

During each episode, following each task, the farmers tell all in the Confessions Cabin (in the Tractor Cab of course!) What they think of the judges, who's out to get who, and exactly what's driving them to win? At the end of every episode one of the farmers will be evicted, based on how well they have performed during the set tasks, until finally there will only be three left to battle it out and impress the judges with their skills and knowledge. Who will walk away with the main prize and their country's Best Farmer title?



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