



Competiton terms and conditions

1. This competition is being run by Breedr Limited (Breedr) and is designed to encourage farmers to use the Breedr app to regularly record the weight of their animals.
2. There will be one winner for each of the following two categories (Bulls are not eligible for either category):
 - Steers and Heifers under 12 months
 - Steers and Heifers over 12 months.
3. The following criteria must be met in order for a farm to qualify:
 - Farms must log at least two weigh sessions a minimum period of 4 weeks apart in the Breedr app
 - A minimum of 10 cattle must be weighed in each weigh session. Where more than 10 animals are weighed all animals will be taken into account when calculating the DLWG
 - The farm's Breedr account must be synced with BCMS or ScotEID to qualify as a winner (for NI users you must have uploaded new APHIS data by 28th February 2022).
 - All The weight data entered into the app must be true and accurate, Breedr reserves the right to exclude data which is not believed to be true and accurate at their sole discretion.
4. Breedr will use the information uploaded to the app to analyse the DLWG of the animals weighed during the period from 1st December 2021 to 31st March 2022.
5. The winning farm(s) will be the farm(s) who achieve the highest DLWG in either category set out in 2 above over the period of the competition.
6. The winner of the quad bike prizes will be the user who originally set up the Breedr account associated with the winning farm(s).
7. The winners must be over 17 and hold a valid UK driving licence.
8. Any weight data entered onto the Breedr app prior to 1st December 2021 will not be used as part of the competition (however previous weight data may still contribute to the weekly leaderboards).
9. Any weight data entered after 31st March 2022 will not be used as part of the competition.
10. Weekly leaderboards will be published and used throughout Breedr's marketing channels including but not limited to the Breedr website and email communications, facebook, Instagram and Twitter. Farm names will only be published with the consent of the farmer.
11. The winning farm's data will be verified by a member of the Breedr team.
12. The winners will be responsible for the registration, insurance and maintenance of the Honda quad bikes. It is the winner's responsibility to pursue any warranty or other issues that may arise with the Honda quad bike directly with Honda. Breedr accepts no liability for any claim or defect in the Honda quad bikes given as prizes in this competition. Breedr's decision is final.
12. Breedr reserves the right to amend the rules at any time.
13. Breedr will not share your data with anyone else without your consent.
14. There is no cash alternative to the prize.