

The Eric Robinson Award for Young Person in Business



Ben Dolbear

Business: Bright Seeds & 3D Farming Partnership



Born and bred in the New Forest, there was a natural draw back to the area after Ben graduated from University. Ben wanted to be connected to the family farm but also broaden his horizons and he managed to find a job that enables him to do both. Ben works full time for Bright Seeds, an independent agricultural seed merchant which was established in 1988 by David and Sue Bright. Ben has worked for Bright Seeds since he graduated from the Royal Agricultural University 4 years ago. In that time he has developed a client base which mainly covers Hampshire, Dorset and the Isle of Wight. He specialises in a wide variety of crops such as forage and bio fuel maize as well as gamecover, stewardship, grass seed, and wildflowers. He is actively involved in the sales and servicing of the products along with marketing new crops and varieties to take to the market place.

Ben's evenings, weekends and often holidays are spent working on the family farm. This is run as a partnership between his father, uncle and grandfather and trade as 3D Farming Partnership. Through Ben's work at Bright Seeds they have been able to offer specialist contracting for establishing wildflowers and conservation crops. In many situations they are working with clients such as the Wildlife Trusts, the RSPB or individual land owners who don't have access to machinery but need a job done. This has given Bright Seeds the opportunity to sell seed and the establishment contract as one whole package; making life easier for their clients.

Ben is incredibly passionate about the work he does and has big ambitions about his time at Bright Seeds. He feels valued as a member of the team and is able to make, and already has made, a real difference there.

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