



PRESS RELEASE

EMBARGO: 10.00am 29 January 2026

New LEAF initiatives accelerate global uptake of sustainable farming

LEAF (Linking Environment And Farming) today announced three major new initiatives designed to accelerate the transition to more sustainable farming, spanning education, skills and data-driven innovation.

The announcements, made at LEAF's annual conference in London include:

- The launch of the LEAF Regen Academy as a global, farm led knowledge exchange focused on the practical application of regenerative principles in differing farm contexts.
- The development of land-based college courses that will drive scaled and systemic engagement with Integrated Farm Management at its core.
- Pioneering research into the use of AI to support farmers in the drive to adopting more sustainable practices.

In his opening address to farmers, educators, researchers and industry partners, LEAF Chair, Philip Wynn told delegates the sector is undergoing profound transformation, at a scale and speed that is unprecedented.

"At LEAF, our mission is to facilitate how farmers navigate this shift through collaboration and innovation that will help build a resilient, sustainable food system for generations to come," he added.

Regenerative transition

The first panel session, *Regenerative Farming – Revolution, Evolution or Cultural Transition*, focused on regenerative practices and how farmers can be supported to navigate changing approaches with confidence.

LEAF trustee and farmer, Johnny Wake explained the ambition behind the creation of the LEAF Regen Academy: "We are building a community-led platform focused on application, evidence and learning – rather than advocacy – helping farmers explore regenerative practices in ways that work for their businesses."

The development of the global Academy will involve input from LEAF members and the wider agricultural community, ensuring that resources reflect real-world farming systems rather than prescriptive models.



Forging connections - embedding sustainability in education

The second panel discussion explored the *Role of Public Engagement in Farming, Food and Health*. As well as looking ahead to the 20th anniversary of Open Farm Sunday this summer, the session also emphasised the importance of accessible education and training.

In partnership with Lantra, LEAF will co-develop Integrated Farm Management courses that equip the next generation with the skills to drive more resilient and sustainable farming systems, meeting both student and employer needs.

Harnessing data

During the final session *Beautiful Data – Capacity, Culture & Change*, panellists considered the growing role of data and technology in supporting better decision-making on farm.

In response to the opportunities afforded by new technologies, LEAF announced a three-year, industry-focused research project with Hutchinsons. Working in partnership with academic specialists at the University of Cambridge, the project will focus on improving agricultural performance through AI-driven advice to deliver profitable, productive and environmentally restorative farming system.

Driving systemic change

LEAF's Chief Executive, David Webster believes these three new initiatives reinforce LEAF's mission to drive systemic change by aligning education, innovation, data and public engagement.

He added: "The future of farming is driven by collaboration. By working with trusted partners across education, technology and industry, we can help turn the shared ambition to make sustainability integral to farming systems worldwide into practical, effective action."

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NOTES TO EDITOR

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About LEAF (Linking Environment And Farming)

- **LEAF (Linking Environment And Farming)** was established in 1991. It is a leading global charity that promotes and supports more sustainable farming to create a more resilient food and farming system.



- LEAF promotes **Integrated Farm Management (IFM)**, a whole farm business approach that delivers more sustainable farming. IFM uses the best of modern technology and traditional methods to deliver prosperous farming that enriches the environment and engages local communities.
- The **LEAF Network** made up of leading research centres and demonstration farms in the UK and internationally, underpins LEAF's knowledge exchange work. It connects farmers, innovators, and industry to share best practice in sustainable farm management and support in effective application across diverse farming systems worldwide.
- **LEAF Marque** was launched in 2002. It is underpinned by the sustainable farming principles of Integrated Farm Management (IFM), covering soil and water management, pollution control, crop health, animal welfare, community engagement, energy efficiency and landscape and nature conservation. LEAF Marque businesses are independently assessed and certified against the principles of IFM.
- There are currently over 3,700 LEAF Marque businesses operating in 55 countries and most of the UK's retailers require LEAF Marque certification across their global fresh produce supply chains.
- LEAF's **education and public engagement** programmes work with schools and farmers across the UK to bring sustainable farming to life - on-farm and in the classroom. In 2025, LEAF worked with over 28,000 young people in the UK and supported almost 1 million more through online workshops, activities and education resources.
- LEAF also manages the farming industry's annual open day **Open Farm Sunday** which, every year, welcomes nearly 200,000 members of the public onto farms across the UK. In 2026 LEAF will celebrate the 20th anniversary of Open Farm Sunday on the 7th June.

www.leaf.eco

About Lantra

- **Lantra** is an independent awarding and accreditation body that supports skills development across the land-based and environmental industries, developing specialist training and qualifications to support a safe, productive and sustainable workforce. For more information visit www.lantra.co.uk or contact press@lantra.co.uk.

About Hutchinsons

- **Hutchinsons** is a leading UK agronomy and crop production company, helping farmers grow more, protect crops, and work sustainably. With expert advice and innovative solutions, it supports farmers across arable and horticultural sectors. Combining scientific knowledge with practical farm experience, Hutchinsons delivers results that make a real difference. Trusted for decades, it continues to innovate to meet the challenges of modern agriculture. For more information visit www.hutchinsons.co.uk