



Press Release

The Caroline Drummond Award - Celebrating and Communicating Farming Excellence



Caroline Drummond Award



The search is on for the next recipient of **The Caroline Drummond Award - Celebrating and Communicating Farming Excellence.**

Set up in memory of former LEAF Chief Executive, Caroline Drummond MBE, who led LEAF (Linking Environment And Farming) for over 30 years, the award recognises an individual who personifies the passion and drive to advance more sustainable farming, communicating that to peers, the wider food chain and the public. The award is open to farmers and other individuals involved in the farming industry.

As well as LEAF, the award is supported by The British Guild of Agricultural Journalists and The Institute of Agricultural Management, both of which Caroline had a close involvement with.



“I am immensely proud of Caroline’s achievements with LEAF. These include a pathway to sustainable farming, excellent communication both inside and outside the agricultural world and posing questions about the type of food we should be growing to meet the needs of our customers, **says Caroline’s husband Philip Ward.**

“She did this with positivity, a willingness to work with other organisations and a desire to always do what she thought was right in order to work towards achieving her goals.

“Winners of this award, demonstrate many of these qualities, hopefully this year we will see more shining examples of people who can, in their own way, help to move farming in the right direction. I look forward to seeing this year’s entries and hope they cheer me up as much as they did last time as I read about so many people doing good things!”

Winners of the 2024 award, **Tracy Russell and David Newman of Bucksum**, Long Crendon, Buckinghamshire say:

“In a tricky year last year, the Caroline Drummond Award really gave us a much-needed boost and some recognition for what at times can feel like a thankless task, not only growing food but the frustration of trying to educate the public.

“The award dinner and day out in London was such a treat - not at all the kind of thing we farmers often do! It was great to meet inspiring speakers and enthusiastic people genuinely interested in our work. There’s nothing like talking about what you do to make you reflect and pause, recognising that it is all worthwhile. We’d definitely recommend applying even if only to note down how amazing you truly are and remind yourself to just keep going.”

For more about Bucksum see: <https://bucksum.co.uk/>

Victoria Bywater, director of the Institute of Agricultural Management, says:

“This award shines a light on those who not only practise excellence in sustainable agriculture but also communicate it with clarity and purpose. At IAgrM, we are committed to supporting individuals who lead with integrity and drive positive change across our industry.”

David Webster, LEAF CEO says:

“Caroline was, first and foremost, a communicator and connector. She had a unique ability to share her vision, passion, and drive with people of all ages, from all walks of life, and backgrounds. She inspired, encouraged, motivated, and led by example. This important Award recognises and celebrates some of our industry’s most outstanding communicators. It also represents all that Caroline believed in – that the voices of farmers committed to more sustainable farming and protecting our planet for future generations should be amplified.”

“This award is a fitting tribute to Caroline and her determination to show the wider world that good farming practice and looking after the environment go hand in hand. The twin challenges of feeding an increasing global population and climate change make that goal more important than ever before,” **says Ben Pike, chairman of the British Guild of Agricultural Journalists.**



Entry procedure

Entrants can enter themselves or be nominated by others. Evidence of the impact they have had will be required. That impact can be at a local, national or international level. The judging panel will consist of representatives of The British Guild of Agricultural Journalists, The Institute of Agricultural Management, Linking Environment And Farming and Caroline's widower Philip Ward.

The recipient will be invited to key British Guild of Agricultural Journalists, Institute of Agricultural Management and LEAF events in late 2025 where they will be presented with the trophy.

Entrants have until 31 August 2025 to submit their entries to Cedric Porter via email: cedric@supplyintelligence.co.uk. Call him on 07881 956446 for more information.

For more information see

BGAJ news website: <https://www.gaj.org.uk/article/caroline-drummond-award-open-for-applications>

IAGRM news website: <https://www.iagrm.com/news/the-caroline-drummond-award-celebrating-and-communicating-farming-excellence/>

What we are looking for

- An individual who embodies Caroline Drummond's passion for farming and the environment, who has improved the way they or others farm and protect the environment and communicated that passion to others.
- Entrants can be an individual representing their own farm or a leader of a business or institutional team.
- Entrants will need to demonstrate commitment to how they have improved the way they/others have farmed and what they have done to protect or enhance the environment.
- Entrants will need to demonstrate how they have communicated that commitment to a wider audience, whether that is farmers, the food and retail industry, policymakers, pupils/students, the wider public, media or others.
- The award is open to farmers, environmentalists, those involved in the agricultural supply chain, teachers/lecturers, scientists, policymakers, businesses or institutional leaders, members of NGOS, influencers, or any others meeting the criteria.
- Entrants do not need to have a high national or international profile, with judges looking for exceptional impact on the audience the entrant interacts with, especially those who have been previously unsung.

You may enter yourself or be nominated by others. If you are entering yourself, you will need to be proposed by at least one other person. If you are nominated by someone else, then you will have to give them permission to do so. The judging panel may also approach individuals directly to ask them to consider entering. Organisations can ask those they feel deserving of the award to enter.



Information required:

- Evidence of positive impacts on the way you or others farm and manage the environment. This could be farming or environmental performance data, visual evidence, third-party testimonials, anecdotal evidence or independently verified data or evidence.
- Demonstrate the improvements you have made have been communicated to a wider audience through face-to-face interactions, print, broadcast or digital media.
- Outline of business/organisation (location, enterprise etc).

The judges may ask for extra information or evidence.

Notes for Editors

Caroline Drummond MBE was the Chief Executive of LEAF from its formation in 1991 until her death in May 2022. She guided it to an internationally recognised organisation at the forefront of delivering more sustainable food and farming.

LEAF (Linking Environment And Farming) is a charity that promotes and supports more sustainable farming to create a resilient food and farming system for future generations.

- **We connect** farmers, innovators, and industry to understand best practice sustainable farm management and how it can be applied most effectively to each farm's unique situation.
- **We build trust** by providing assurance that growers are farming more sustainably through our independently audited LEAF Marque certification; from the health of their soils to how they engage with local communities.
- **We educate** - our team of qualified educational specialists work with schools, citizens and farmers across the UK to bring sustainable farming to life, both in schools and on-farm.

See <https://leaf.eco/>

The British Guild of Agricultural Journalists represents editors and journalists, broadcasters, photographers and PR/marketing specialists working in British agriculture, commercial horticulture and other rural industries. Its members work freelance and full-time for newspapers, specialist publications, consumer magazines, in radio and on television, in online media, for agencies, commercial businesses and other organisations in the rural sector. The Guild aims to promote the highest standards among journalists, communicators, photographers and others who specialise in agriculture, horticulture, rural affairs and related subjects. See <https://www.gaj.org.uk/>

The Institute of Agricultural Management is the professional body promoting continuing professional development for those engaged in agricultural, rural and environmental management. It fulfils its objectives by:

- Being a focal point for those who work in agricultural management;
- Promoting farm management as a profession;
- Organising and staging conferences, workshops and farm visits;
- Providing information on management and ancillary courses available in agriculture and associated industries;
- Encouraging local discussion and contact through a network of local branches;
- Co-operating with other organisations and or sectors of the economy to enhance farm management in general



See <https://www.iagrm.com/>



Photo From left Tracy Russell and David Newman of Bucksom receive the Caroline Drummond Award from Caroline's husband Philip Ward and social media influencer Farmer Tom (Martin). Photo by Ruth Downing