The Jordans Farm Partnership

Innovators in great tasting, simple natural foods
Outline

1. Overview of Jordans and our history with UK Farming

2. The Jordans Farm Partnership and our relationship with LEAF

3. Our Next Steps
Our business

- Small-medium sized food manufacturer producing wholesome cereals with oats, dried fruits, nuts and seeds.
- UK manufacturing (head office in Biggleswade, Bedfordshire, UK).
- Selling across the world, including the UK, France, Canada and Australia.
- Jordans features the classic ‘Country Crisp’ as well as numerous granola and some museli varieties.
- Credible track record in sustainability initiatives, especially our work in the UK farm sector which dates back to the 1970s.
A history of engagement with the British countryside

• Producing our first granola in the UK in 1972 Jordans has always focused on healthy wholesome cereal from field to fork

• We understand the importance of the British farmland that produces our high quality grains and believe in making a positive contribution to the countryside

• **Key Milestones:**
  • Conservation grade co-founded in 1985 by Bill Jordan- prioritising wildlife and habitat on farms
  • Founding partner of the Princes Countryside Fund in 2010
  • Jordans ‘Good Food Commitment established in 2012
  • CG evolves into The Jordans Farm Partnership in 2016
The Jordans Farm Partnership

- A collaborative approach to sustainable farming
- Enabling each partner to bring their unique perspective and set of skills
- A partnership that considers wildlife and the environment; agriculture and natural resources; people and communities as well as businesses and consumers
- A holistic ‘full farm’
### JFP- How does it work?

| LEAF Marque | • All JFP farmers are audited to LEAF marque standard  
• LEAF marque brings in agricultural expertise, promotes continuous improvement and provides a framework for holistic management |
|--------------|--------------------------------------------------------------------------------------------------------|
| Pollinators  | • 10% of the land on JFP farms is set aside for wildlife. Of that, 5% is dedicated to pollinators  
• These pollinator mixes must be |
| Wildlife Plans| • The remaining 5% of land dedicated to wildlife is managed through individual farm plans  
• Growers work with The Wildlife Trust to develop bespoke plans suited to the particular habitats and terrains of the individual farm |
| Group Participation | • Although this is voluntary, we encourage farmers to engage with us as frequently as possible; involving them in quality updates, field trials, marketing activity and other projects  
• We also hold an annual farmers meeting at our sites in Biggleswade |
| Wider Engagement | • Through the PCF we have recently launched a mentoring pilot to match JFP farmers with students looking to develop their skills in farm management |
LEAF Marque and the JFP

LEAF Marque provides:
• Credible agricultural standard
• Methodology and measurement
• Communicable approach

Further opportunities:
• Operational sustainability and supply chain resilience
• Targeted resource management and mapping
• Bespoke activities linked to the needs and interests of our growers
LEAF on farm journey to date

- Initial 5 farm pilot stage
- 35 farms brought into LEAF marque accreditation between JFP launch in 2016 and summer 2017
- First LEAF Sustainable Farming Review Analysis Report will be ready for JFP farms in May

Initial Results

- 488 KM
- 55%
- 24%
- 161
- 50%
- 1000
Next on the Agenda

https://www.youtube.com/watch?v=yzQyv9FVxrY

Consumer Engagement

Challenge Ourselves

33%
LEAF Marque certified businesses recorded Soil Organic Matter %

Develop Our Network

Manage Change
Questions