LEAF (Linking Environment And Farming) - transforming farming and food systems

LEAF is the leading organisation delivering and promoting Climate Positive, thriving, resilient and exemplar agro-ecological farming at an increasingly global level. Working with farmers, the food industry, scientists, environmentalists, teachers, young people and consumers, we are looking at new ways to deliver productivity and prosperity among our farmers, enrich the environment and engage young people and society in a valuable and meaningful way.
The importance of our food, how it is produced, where it comes from and how our food choices are closely linked to the natural world around us, as well as our response to the climate crisis, have been brought into sharp focus during this past year.

Our relationship with food has certainly changed in the wake of the Covid-19 pandemic, evident by the rising numbers of people buying locally sourced ingredients and cooking from scratch. Equally many of us have sought solace and refuge in nature and found our spirits lifted simply by being outside. I have been immensely encouraged with LEAF’s determination to harness this awakened appreciation across its demonstration and education programmes.

It was a privilege to visit LEAF Marque certified farm, New Forest Fruits earlier in this year and to see for myself the care and commitment put into producing fruit to the highest sustainability standards, and to hear from the team about the broader impact of the pandemic on food supply chains.

Like so many events this year, LEAF Open Farm Sunday had to quickly adapt by taking place online. Thousands of people were able to journey, virtually, across the country and beyond, to get a glimpse into the unique world of farming, food production and its links with nature. I would like to pay tribute to all the farmers who took part, for reaching out and reconnecting people with the farm to fork story.

LEAF celebrates its 30th anniversary in 2021. With an ambitious and far reaching new ten-year strategy, focused on developing and demonstrating more regenerative, agroecological agriculture, supported by a visionary education and outreach programme, its work in delivering climate positive solutions is more important than ever. This is farming’s moment and the time for action is now.

Thank you to everyone who has contributed to LEAF’s achievements. I greatly look forward to supporting its work in the year ahead.
HRH The Countess of Wessex and Sandy Booth, Managing Director, New Forest Fruits.
LEAF’s Honorary President, HRH The Countess of Wessex GCVO, visits LEAF Marque certified farm, New Forest Fruits.
We are Proud To Be the World’s First...

✓ Carbon Neutral
✓ Plastic Neutral
✓ LEAF Marque

Saving the world tastes good.
Our award-winning range is made with Farrington’s Mellow Yellow Cold Pressed Rapeseed Oil. With a subtle, buttery taste, it is fantastically versatile; brilliant for roasting, frying, baking and dressing.

The environment is at the heart of everything we do. We are proud that Farrington’s Mellow Yellow is the world’s first certified carbon & plastic neutral food brand!

www.farrington-oils.co.uk
This has been a year most of us will want to forget. The restrictions of the pandemic have touched us all in every area of our lives both personal and business. At LEAF, we have had to completely rethink how we communicate, deliver programmes and engage with farmers, our members, young people and the public.

But technology has enabled us to roll out a whole range of virtual experiences from launching demonstration farms, running LEAF Online Farm Sunday to our first virtual Annual Conference on Dealing with the Climate Emergency. It is significant that the support and reach of these events has been unprecedented.

As we approach our 30th year anniversary, it is time to look to the future and plan the next chapter of LEAF’s journey. Our new 10-year strategic plan is unapologetically bold and ambitious, underpinned by the principles of Circular Agriculture to support the delivery of positive action for climate, nature, economy and society at its heart.

Scaling up our reach, quantifying and measuring results will be fundamental to our success. These will require us to develop deeper and extended business partnerships and new business models.

Added to our successes and engagement with farmers, the industry and government in our technical and visionary approach, our work in the field of education has also been remarkable and provides a solid foundation on which we must continually build. Our connections with the next generation will need to be broader and deeper to impart knowledge, and awaken ambitions towards farming, food and the environment.

The journey ahead is both exciting and inspiring. Yes, we face enormous challenges, but we are determined to find new ways of delivering productivity and prosperity for our farmers and members, as well as engaging with young people and society in a purposeful and meaningful manner.

As ever, my thanks go to our team, our members and supporters. However, this year in particular, I want to thank everyone for their adaptability and flexibility which has ensured that our goals, our mission, our purpose have not been compromised. Thank you so much for your contribution to our continued success.
LEAF really matters to the companies in Fresca Group. We’re growers ourselves, and we buy fresh produce from many more farmers both in the UK and around the world.

We see first hand the benefits of integrated farm management and best practice at work.

The technical teams in our companies are strong advocates of the LEAF Marque scheme. We introduce, encourage and support growers with the scheme and indeed, we adopt IFM and LEAF principles on our own sites. That’s why we’re pleased to be associated with this publication and with LEAF.

To learn more about Fresca Group and our constituent businesses, please see www.frescagroup.co.uk
2020 has certainly been a year of change with the ever presence of a changing climate, the UK gearing up to leave Europe and the profound impact of Coronavirus. Whilst the year has been dominated by the impact of the pandemic, it has not overshadowed the outstanding delivery, capability and adaptability of our members and the LEAF team. We have risen to the challenges of remote working, embraced new technologies, shown flexibility and been quick to respond to a changed world.

I want to thank all our Trustees, members and supporters for the commitment and loyalty throughout 2020 and during the pandemic. And to all our staff for their hard work, flexibility and forbearance during this difficult year. We also extend our heartfelt condolences to our members, volunteers and supporters whose lives have been affected and who have suffered the loss of loved ones.

One of the unexpected silver linings to emerge from the challenges of ‘lockdown’ was the creation of new and deeper connections to food, its provenance, the countryside and nature. We are determined to harness these reawakened appreciations by building on our education and outreach activities, including LEAF Open Farm Sunday, online conferences, farm launches and corporate member surgeries.

As the industry continues to respond to the economic, environmental, and social implications of the pandemic and navigates a post-Brexit world, we face great challenges and opportunities. Our involvement in the design of ELMS, the many industry, government and DIT discussions, as well as a seat on the Trade and Agricultural Commission, and Defra’s Regulation & Enforcement Assurance Schemes Working Group, not to mention the ‘earned recognition’ given to LEAF Marque certified businesses by the Environment Agency, will all help ensure our members and certified growers are better prepared and more resilient.

LEAF is heading towards a new chapter. We will turn 30 next year and have set out our roadmap for the next critical decade. The focus of our new 10 year strategic plan is about transforming farming and food systems. This is through promoting and delivering Climate Positive action - thriving, regenerative, durable and exemplar agroecological farming through Integrated Farm Management, scaling this up in new sectors and at a global level.

Working with farmers, the food industry, scientists, environmentalists, advisers and consultants, teachers, young people and consumers, we are looking at new ways to deliver productivity and prosperity among our farmers, enrich the environment and engage young people and wider society in a valuable and meaningful way.

We are a force for good, driven by a mission to do things differently, better, and smarter. Creating solutions to catalyse change and building on the successes of what we have achieved so far. We look ahead to our 30th anniversary landmark year with great optimism for the strength, resilience, and innovation of the agricultural industry.

This is farming’s moment. LEAF’s work and our voice has never been so important.
Highlights of 2020

Whilst the year has been dominated by the impact of Coronavirus, we have been determined not to let it overshadow the outstanding successes of 2020. Here are just some of our highlights.

Connecting people with farming and food production

We have been connecting people with their food, how it is produced and where it comes from for nearly 30 years. Through LEAF Open Farm Sunday and our far-reaching LEAF Education programme, we reach out to tens of thousands of people every year. Whilst physical visits to farms were not possible this year, we took LEAF Open Farm Sunday online for two broadcasting bonanzas in June and September. Thousands of people joined us online on Facebook, Twitter and Instagram as we travelled the length and breadth of the country and further afield to Ghana and Spain, for live virtual farm tours. Our thanks to our Honorary President, HRH The Countess of Wessex, for providing a welcome video message. Going online this year meant that we were able to connect with new audiences and forge wider connections across the globe.
Engaging and inspiring future generations about food production, farming and the environment

The importance of farming, food and nature has certainly been brought into the spotlight over this past year. LEAF Education works to engage, inspire and motivate young people through experiential learning, in order to equip our future generations with balanced and informed insight into food production, farming and the environment. Despite the challenges presented by the pandemic, our team of Regional Education Consultants, whilst not being able to organise farm visits or go into schools, have shown incredible ingenuity by delivering virtual learning programmes, adapting resources for home educators and offering support for teachers and farmers.

In addition, our outreach activities including Farmer Time, Farming Fortnight and LEAF Education Demonstration Schools have connected hundreds of young minds with farming, what it delivers and why it matters.

BBC Countryfile presenter and farmer, Adam Henson, supports this year’s Farming Fortnight.
The Jersey Royal Company (below) and Nonington Farms are launched as LEAF Demonstration Farms.
Developing, demonstrating and delivering sustainable farming

We were delighted to welcome two new Demonstration Farms to the LEAF Network this year – Nonington Farms in Kent and The Jersey Royal Company. Two incredible farming enterprises showcasing sustainable farming in action and acting as living classrooms to other farmers and wider audiences.

Throughout the year, we have remained committed to delivering first class IFM and LEAF Marque training. We adapted our hugely popular two-day training course to an online format, ran a series of webinars with our LEAF Network and attended numerous virtual industry meetings. We are proud that our many partnerships with Waitrose, M&S, Jordans, Tesco, Corteva and Vitacress have strengthened during the year, despite the ongoing challenges of remote working. We have worked with partners across Europe on numerous Horizon 2020 European projects looking at a range of issues including water management, intercropping and on-farm demonstration.

Responding to Coronavirus

As the impact of the coronavirus pandemic deepened, we found new, flexible ways to support and communicate with our members, to deliver our services in different ways, embrace new technologies and mobile solutions to pivot our communications and outreach virtually overnight. We responded very quickly to ensure the health and safety of our LEAF Marque growers and auditors by offering remote audits, redesigned our two day IFM training course so it could be delivered online, offered a programme of fortnightly online LEAF surgeries, webinars and podcasts.
At the end of 2020, we held our first ever virtual Annual Conference addressing the Climate Change emergency. Chaired by BBC Broadcaster Tom Heap, over 300 people joined us to hear from our exceptional speakers - Jonathan Wadsworth, Lead Climate Change Specialist at The World Bank Group, Washington; Chris Buss, Director, Forest Conservation Programme, International Union for Conservation of Nature (IUCN). COP26 Champions Team, co-lead Nature Based Solutions; Minette Batters, President, National Farmers Union and Duncan Farrington, Farrington Oils, LEAF Demonstration Farmer and LEAF Marque certified producer.

Ahead of COP26 in 2021, the conference highlighted the major role the UK will play in accelerating a real movement for change at an international level. In particular, through pioneering new approaches to rewarding farmers for the delivery of environmental goods and services through the ELMS. Whilst there was recognition on the significant challenges ahead, the UK was seen as a possible beacon for the rest of the world in tackling climate change, due to the level of positive action already being taken and the results achieved so far.

Our speakers:

Jonathan Wadsworth, The World Bank
Minette Batters, National Farmers Union
Chris Buss, International Union for Conservation of Nature
Duncan Farrington, Farrington Oils
Tom Heap, BBC Broadcaster
Philip Wynn, LEAF Chairman
Caroline Drummond MBE, LEAF Chief Executive
Watch our Annual Conference 2020:
Knowledge Generation and Exchange

Equipping farmers with the latest skills and know-how to address current challenges through **Integrated Farm Management** is at the core of LEAF’s technical activities. Throughout 2020, we have continued to develop our membership tools and services, grow our outreach activities, and build new partnerships.
Our UK wide network of **Demonstration Farms** and **Innovation Centres** drive an effective programme of IFM development and demonstration.

As face to face meetings were not possible this year, we held two **virtual ‘Network Events’** keeping **Demonstration Farms** and **Innovation Centres** connected and working together in innovation and demonstration. We also delivered a number of **virtual Field Days**, **technical workshops** and **webinars** in partnership with **Agricology**, **Innovative Farmers** and **WRAP** looking at intercropping, Integrated Pest Management and waste management. All giving farmers and growers the chance to speak to experts, see practices in action and get involved in discussions.

We were delighted to launch the fifth in our ‘Simply Sustainable’ series of technical guidance booklets – **‘Simply Sustainable Integrated Pest Management’**, outlining a range of practical management strategies to help farmers achieve more sustainable crop health. Our grateful thanks to the Crop Protection Association (CPA) and other industry organisations for supporting this publication – ADAS, Agricology, AHDB, Game and Wildlife Conservation Trust, NFU, The James Hutton Institute and The Voluntary Initiative.

Collaboration with farmers and researchers at a European level is essential to share knowledge and expertise in the pursuit of more sustainable farming. We are proud to be involved in a number of **Horizon 2020 EU funded projects**, working across Europe looking at issues around **intercropping**, **crop mixtures**, **environmental monitoring**, **crop efficiency** and **assurance**. Throughout 2020, we have been involved in trials work, online webinars, discussion forums and conferences and featured many of the farmers involved in the projects in videos and podcasts.
Market Opportunities
Delivering sustainability across the food supply chain
Achieving more sustainable farming is a collective responsibility involving the entire food supply chain – farmers, suppliers, processors, food service, retailers and consumers. Partnerships are at the heart of how LEAF Marque does business.

LEAF Marque certified farmers continue to make significant strides in delivering more sustainable farming and in so doing, supporting many national and global targets. Early in 2020, we were proud to (virtually) fanfare the outstanding achievements of our 936 certified businesses in 27 countries and the steps they are making to reduce their carbon footprint by minimising energy use, reducing waste, protecting soils and boosting biodiversity.

The core values of LEAF Marque are built on openness, trust and integrity. One of the highlights of 2020 was the introduction Claims & Labelling as the new mechanism to regulate certification claims, to ensure the robustness of the LEAF Marque System. This impacts on all food supply chain actors and underpins our commitment to delivering confidence and transparency.

We responded swiftly at the beginning of the Covid-19 crisis to ensure the health and safety of our growers and auditors by offering remote audits, with thanks to our close relationships with our certification and accreditation bodies and in collaboration with other standard-setters. At the time of writing, these continue, and we are committed to harnessing new and emerging technologies to consider how to evolve our assurance model going forward.

Our partnerships are our greatest strength. We continue to collaborate with leading brands and retailers including Waitrose, M&S and Tesco towards a common mission for more sustainable farming. We are extremely proud of our close involvement in the Jordans Farm Partnership as well as our ongoing work on the Island of Jersey with all its dairy and arable farmers, who are all LEAF Marque certified.

2020 also saw the launch of a new initiative – Vitacress Farm Excellence – delivering key sustainability outcomes in the leaf crop, protected growing and aquaculture sectors.
The Vitacress Farm Excellence programme is a unique partnership between LEAF, Vitacress and Hampshire & Isle of Wight Wildlife Trust.
All Jersey’s dairy and arable farmers are LEAF Marque certified as part of the Jordans Farm Partnership.
Thank You

To all our members and sponsors who have helped support our work during 2020...
Thank you to all our members and sponsors who have helped support our work during 2020. We look forward to working with you in 2021, in our 30th anniversary year to deliver our ambitious and far reaching 10-year strategy.
Educating and inspiring young hearts and minds

Throughout 2020, we have continued to work with schools, teachers, trainee teachers, farmers and parents to educate and connect young people with farming, how their food is produced and the natural environment.
Our **Regional Education Consultants** (RECs), whilst not be able to organise farm visits or go into schools, have delivered imaginative virtual learning programmes with schools across the UK and continued to support farmers in their education outreach. As schools closed in March, we responded quickly and adapted many of our **Countryside Classroom** resources for use by home educators. Over the year, we saw a **77% increase in users**.

As opportunities to visit farms were curtailed, **Farmer Time** has played a hugely significant role in enabling young people to speak to farmers directly, ask questions and see the realities of farm life, in a safe way. The number of children reached has almost doubled since last academic year!

Also, in response to the pressures of lockdown, we **prioritised health and wellbeing** and adapted some of our existing programmes to incorporate creative, mindful and sensory activities to help children relax and connect with nature. We will be building on this in the year ahead.

Another highlight of the year was **Farming Fortnight** ran in partnership with **Brockhill Park Performing Arts College**. Whether children were being taught at home or in the classroom, it offered schools a wealth of free downloadable farming themed resources across all key stages, all focused on the farm to fork story.

Finally, we were delighted to launch a number of new **LEAF Education Demonstration Schools** – **Glascote Academy, Hunter’s Hill Technology College & Brockhill Park Performing Arts College** joined our network of outstanding schools showcasing best practise in food and farming education.
Connecting people with farming and food

We continue to drive forward a visionary approach to building public trust and understanding in farming and all it delivers

Tom Mead, Cambridgeshire farmer, at this year’s LEAF Online Farm Sunday
LEAF Open Farm Sunday is one of farming’s biggest success stories connecting over a quarter of a million people every year with farmers across the UK. Since it began in 2006, we have welcomed 2.7 million people onto a farm.

As all farm visits were cancelled due to the COVID-19 pandemic, the LEAF team and our dedicated host farmers were not deterred, and plans were hatched for **our first LEAF Online Farm Sunday**. Thousands of people enjoyed the unique opportunity to virtually travel across the British Isles, joining farmers on live virtual farm tours from Cornwall to the Scottish Isle of Arran on 7th June to mark what would have been LEAF Open Farm Sunday 2020. In September, we organised a weekend of **virtual farm tours** and a **programme of online produce, provenance and biodiversity talks**. We were also delighted to host our first **international** live virtual farm tours to pineapple growers in Ghana and a rice farm in Spain!

We are now looking at exciting ways to expand our LEAF Open Farm Sunday offering throughout the year with both on-farm and online LOFS activity. Our ambition is to keep farming in the hearts and minds of the public throughout the year!

Farmers join together for LEAF Online Farm Sunday:

- **279,000 video views**
- **40% of viewers had not attended an LOFS on-farm event before**
- **1.7 million impressions on Facebook & Twitter**

Thank you to our LOFS 2020 principal sponsors:
Working Together

People and partnerships are at the heart of LEAF. As face to face meetings have not been possible this year, reaching out, building connections and working together towards shared goals, has never been more important.

Two of our Resilient & Ready farmers: Ben Lowe and Harriet Ross, Newseat of Dumbreck Farm, Aberdeenshire
A key focus of 2020 has been our involvement in running four Tests and Trials to support the development of the new **Environmental Land Management Scheme (ELMS)**. We have been looking specifically at the role that training and support plays in helping farmers to provide environmental ‘goods and services’ - or being recognised for those they already deliver. We have worked with some 70 farmers located across England, to trial a range of pathways towards **LEAF Marque** certification and the provision of quality on-farm educational experiences.

We have always believed that multi-stakeholder collaboration is key to addressing long-term issues that affect more sustainable ways of production. Our **Resilient & Ready** programme, run in partnership with Corteva, has seen us working with six forward thinking farmers - **Ben Lowe** and **Harriet Ross**, Newseat of Dumbreck Farm, Aberdeenshire, **Craig** and **Claire Grant**, Kindrought, Aberdeenshire, **Andy Bason**, Newhouse Farm, Hampshire and **Nick Down**, Yattendon Estate, Berkshire. We are delivering an immersive programme of training, technical trials and mentoring to support them in adopting more sustainable farming, build the resilience of their own businesses and gain the skills, confidence and know-how to go on to become industry innovators and leaders.

We are really proud of our long-established relationship with **Birds Eye**, who have supported LEAF for some 25 years. Their growers have been on a historic journey with us and throughout the year we have been looking at ways to forge even closer links to support them in their sustainability goals.

A highlight of 2020 has been our **LEAF Surgeries**, which have been a tremendous success in forging closer links with our membership base to share insights into industry trends, opportunities and innovations. We have welcomed a broad range of guest speakers covering issues such as Brexit, grassland management, biodiversity, effective communication, cereals, potatoes, pigs and poultry.

LEAF staff have fed into numerous **industry webinars** and **conferences** throughout the year, helping to shape sustainable farming policy and practices – these included the launch of the National Food Strategy Part 1, webinars to the Tesco livestock producers, the Oxford Farming Conference bitesize webinars, LandManagement 2.0 series, and Cereals Live.
Yara, the crop nutrition company

Visit our website to find out more
Money Matters
Summary of income & expenditure for the year ended 31 March 2020

<table>
<thead>
<tr>
<th>INCOME FROM:</th>
<th>2020</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Donations &amp; Legacies</td>
<td>£96,083</td>
<td>£11,486</td>
</tr>
<tr>
<td>Charitable activities</td>
<td>£1,398,805</td>
<td>£1,212,307</td>
</tr>
<tr>
<td>Other trading activities</td>
<td>£131,650</td>
<td>£129,461</td>
</tr>
<tr>
<td>Investment income</td>
<td>£913</td>
<td>£795</td>
</tr>
<tr>
<td><strong>TOTAL INCOME</strong></td>
<td><strong>£1,627,451</strong></td>
<td><strong>£1,454,049</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>EXPENDITURE ON:</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Raising funds</td>
<td>£128,625</td>
<td>£92,449</td>
</tr>
<tr>
<td>Charitable activities</td>
<td>£1,471,484</td>
<td>£1,446,555</td>
</tr>
<tr>
<td><strong>TOTAL EXPENDITURE</strong></td>
<td><strong>£1,600,109</strong></td>
<td><strong>£1,539,004</strong></td>
</tr>
</tbody>
</table>

| Net gains/(losses) on investments  | (£145)   | (£109)   |
| **NET MOVEMENT IN FUNDS**         | **£27,197** | **(£85,064)** |

<table>
<thead>
<tr>
<th>RECONCILIATION OF FUNDS:</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Total funds brought forward</td>
<td>£713,757</td>
<td>£798,821</td>
</tr>
<tr>
<td>Net movement in funds</td>
<td>£27,197</td>
<td>(£85,064)</td>
</tr>
<tr>
<td><strong>TOTAL FUNDS CARRIED FORWARD</strong></td>
<td><strong>£740,954</strong></td>
<td><strong>£713,757</strong></td>
</tr>
</tbody>
</table>

Our grateful thanks to the following organisations & individuals who have provided donations to LEAF & LEAF Education:
- The Ganton Furze Settlement
- Garfield Weston Foundation
- The Aylesford Family Charitable Trust
- The Worshipful Company of Farmers
- Maud Elkington Charitable Trust
- NFU Mutual Charitable Trust
- Bannister Trust
- Belvedere Trust
- The Florence Turner Trust c/o Shakespeare Martineau
- The Simon Gibson Charitable Trust

Our thanks also to our LEAF Education Patrons:
- Beeswax Dyson
- Corteva
- Hutchinsons
- Sainsbury’s
- Yara

Our Farmer Time Sponsors:
- G’s Fresh
- Sainsbury’s
- Strutt and Parker

Our National Competition Supporters:
- Waitrose
Who’s who at LEAF

LEAF Board of Trustees
Philip Wynn, Chairman
Ian Ashbridge, Bidwells
Benjamin Browning, Honorary Treasurer
Angus Davison, Haygrove
Sara Eppel, Eppel Sustainability Ltd
Tom Green, Spearhead International Ltd
James Johnson, Secretary
Keith Norman, Keith Norman Consultancy Ltd
Emma Penny, Briefing Media Agriculture
Cedric Porter, Supply Intelligence, Vice Chairman
Ian Pigott, J W Pigott & Son
Jane Rickson, Cranfield University
Michael Young, Farmacy Plc

LEAF Head Office Staff
Caroline Drummond MBE, Chief Executive
Lucy Bates, Technical Manager
Rosie Beaufoy, Administrator
Jim Blumire, Bookkeeper
Jenny Clark, Assurance Manager
Sam Conway, Marketing & Communications Manager
Jess Corsair, Technical Coordinator
Rebecca Davis, Technical Assistant
Carl Edwards, Director, Education & Public Engagement
Caroline Ellis, Bookkeeper
Emma Darwood, Executive Assistant and HR
Val Goldstraw, Membership Coordinator
India Grant-Wood, Technical Assistant
Justine Hards, Marketing & Communications Coordinator
Janet Hickinbottom, National Education Officer
Justine Hunt, Operations Support Coordinator
Steve Jones, Chief Operating Officer
Ellie Knight, Marketing Assistant
Clare Mike, Director, Business Development
Lucy Redmore, Senior Technical Coordinator
Tabitha Salisbury, Public Engagement Programme Coordinator
Annabel Shackleton, Events and Open Farm Sunday Manager
Emily Trivett, Technical Coordinator

LEAF Demonstration Farmers
Robert Addicott, Addicott Partners, Somerset
Brian and Patrick Barker, E J Barker and Sons, Suffolk
Edward Baxter and Matt Waldie, Gilston Mains, Fife
Chris Baylis, Sir Richard Sutton Estates Ltd, Lincolnshire
Sandy Booth and Jackie Barr, New Forest Fruit Company, Hampshire
Nick and Claire Bragg, Frogmary Green Farm, Somerset
Hugh Broad, P N Broad and Son, East Lothian
Anthony and Lucy Carroll, Carrolls Heritage Potatoes, Northumberland
Philip and Charlie Chamberlain, Crowmarsh Battle Farms Ltd, Oxfordshire
Jeremy Durrant, E W Davies Farms
Duncan Farrington, Bottom Farm, Northamptonshire
David Felce, R C Felce and Son, Cambridgeshire
Andrew Ferguson and Andrew Hoad, Leckford Estate, Hampshire
Andrew Francis, Elveden Farms Ltd, Norfolk
Jake Freestone and Penelope Bossom, Overbury Enterprises, Gloucestershire
Ralph Grindling, Russell Smith Farms, Cambridgeshire
Keith Harris, Silton Manor Farming, Dorset
Paul Hayward, E Dunning and Son, East Yorkshire
William Pitts, The Green House Sussex Ltd, West Sussex
Philip Huxtable and Charlie Parker, JSR Farms Ltd, East Yorkshire
Andrew Jackson, Man of Ross Ltd, Herefordshire
David Kennedy and Chris Savage, Morriston Farms, Ayrshire
Mark Knight, Tangmere Airfield Nurseries Ltd, West Sussex
Robert Kynaston, Great Wollaston, Shropshire

LEAF Marque Board
Tom Green, Spearhead International Ltd, Chairman
Ian Ashbridge, Bidwells
Angus Davison, Haygrove
Caroline Drummond, LEAF Chief Executive
Steve Jones, LEAF Chief Operating Officer

Regional LEAF Chairmen
Ian Brown, North East
Andy Guy, East Midlands
Robert Kynaston, West Midlands
Jeremy Padfield, South West
David Roberts, Scotland
Ian Waller, South East
LEAF Innovation Centres

Bangor University, Gwynedd
Bayer Cropscience, Cambridgeshire
The Allerton Project, Leicestershire
Harper Adams University, Shropshire
James Hutton Institute, Perthshire
NIAB EMR, Kent
Rothamsted Research North Wyke, Devon
Royal Agricultural University, Gloucestershire
SRUC Crichton Royal, Dumfries and Galloway
Stockbridge Technology Centre, Yorkshire
University of Reading (CEDAR), Berkshire

LEAF Policy and Strategic Development Group

Tom Heap, Chairman
Mike Barry, Independent
Rachel Bragg, Care Farming UK
Caroline Drummond, LEAF Chief Executive
David Ellerton, H L Hutchinson
Andrea Graham, NFU
Tim Isaac, AHDB
Robert Kynaston, Great Wollaston
Alastair Leake, Game and Wildlife Conservation Trust
Carmel McQuaid, Marks and Spencer
David Pink, Harper Adams University
Cedric Porter, Supply Intelligence
Johnathan Sutton
Marion Regan, Hugh Lowe Farms Ltd

LEAF Open Farm Sunday Co-ordinators

Rebecca Dawes, Scotland
Philip Gorringe, West Midlands
Andy Guy, East Midlands
Jo North, South East
Jeremy Padfield, South West
Jamie McCoy, Wales

LEAF Regional Education Consultants

Gaina Dunsire, East of England
Debbie Hicks, South West
Sam Wyman, North East
Bobbie Harvey, East Midlands
Katy Pallas, North West
Brian Hainsworth, West Midlands
Jo Hatton, South East
Elizabeth Lake, Central
Bethan Simons, Wales
In 2021, LEAF will reach its landmark 30th anniversary. Our new 10-Year Strategy 2021 – 2031 is an advancement of our work in developing and promoting more sustainable agriculture through Integrated Farm Management. Our ambition is to play a leading role in transforming farming and food systems. We will support the delivery of Positive Action for Climate, Nature, Economy and Society based on our core work and the principles of Circular Agriculture.

Our Vision
A global farming and food system that delivers Climate Positive action, builds resilience and supports the health, diversity and enrichment of our food, farms, the environment and society.

Our Mission
To inspire and enable more circular approaches to farming and food systems through integrated, regenerative and vibrant nature-based solutions, that deliver productivity and prosperity among farmers, enriches the environment and positively engages young people and wider society.

Our 2031 Ambition
LEAF’s ambition is to play a demonstrable part in transforming farming and food systems. We will deliver against our 8 commitments, through 3 workstreams (Knowledge Generation & Exchange, Market Opportunity and Education & Engaging Society) and 3 cross-cutting themes (Health, Diversity and Enrichment).
LEAF:
Supporting our farmers and growers to be prepared and fit for the future through Integrated Farm Management.