A YEAR IN REVIEW
2018
LEAF (Linking Environment And Farming)
the go-to organisation for the delivery of more sustainable food and farming

Our Vision
A world that is farming, eating and living sustainably.

Our Mission
To inspire and enable sustainable farming that is prosperous, enriches the environment and engages local communities.

Our Work
We work to develop and promote Integrated Farm Management in three core pillars:

- Facilitating knowledge generation and exchange
- Developing market opportunities through LEAF Marque
- Educating and engaging the public in sustainable food and farming.

To learn more about what we do visit leafuk.org/about-leaf/what-we-do
Take Control of your Nutrient Decisions

Take control with Yara’s wide range of tools and services:
- Understand your soil through regular testing with Yara’s Analytical Services
- Apply the right nutrients at the right time with Yara N-Sensor and N-Tester
- Access the latest Agronomy advice online
At M&S we are committed to securing our future supply of raw materials from the most sustainable sources.

Our Farming for the Future programme sees us working with our supply chain partners, farmers and growers to help them address the sustainability challenges they face.

We are proud to support the principles of LEAF.
LEAF’s work in developing, demonstrating and communicating about more sustainable farming is of vital importance. Never more so for our young people. Engaging future generations about how their food is produced and where it comes from is critical, both to the future of the agricultural industry as well as for their own health and wellbeing.

During 2018, LEAF Education commissioned a pioneering research programme to encourage better teenager engagement in farming and food production. This is helping the farming industry define how it becomes more relevant to the next generation, addressing the issues they care about and igniting their interest in the sector’s career opportunities.

I was delighted to attend LEAF Education’s Teenager Engagement Day and privileged to talk to young people about their views, beliefs and values in relation to food, farming and the countryside. It was a truly inspiring day, representing an important first step in ensuring their voice is heard.

LEAF’s work in promoting more sustainable farming and strengthening everybody’s connection with farming and food production, is helping promote healthier lifestyles, nurturing interest in the natural world and building a sense of our own personal responsibility in protecting it.

I greatly look forward to supporting LEAF’s exciting and inspiring work in 2019.
Looking back on my first year as Chairman of LEAF, I am amazed at the breadth of activity the organisation undertakes. The influence and impact we have at every level, whether it be in our detailed response to ‘Health and Harmony’, further development of more sustainable food and farming systems or public engagement, we are there, delivering our vision of ‘a world that is farming, eating and living sustainably’.

2019 will be the start of a new era for our farming industry. One where LEAF will have a vital role to play, whether that is supporting farmers to deliver more sustainable production systems that will meet the Government’s new environmental agenda, or the continued recognition of LEAF Marque as the leading environmental assurance system ensuring high standards are upheld here in the UK and around the globe.

Our annual conference made us all realise just how vulnerable our food supply chains are with the global demand for food increasing by 60% within the next 30 years. Potentially, this will have to come from a smaller production area, using fewer inputs, producing less waste and enhancing our natural environmental assets. The challenges ahead are enormous.

I am greatly looking forward to another busy year ahead; we have great ambitions and a capable team to deliver them. I am extremely proud of everything LEAF achieves and my thanks go to Caroline and her team for all they do to support our farmer members in delivering more sustainable farming.

Philip Wynn
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Proud to support LEAF

To learn more about G’s please visit www.gs-fresh.com
How true Thomas Jefferson’s quote remains over 230 years later. The importance of farming providing our food, managing much of our biodiversity, acting as part of the solution to climate change mitigation, fashioning our landscapes and contributing to our rural infrastructure.

One thing is certain, finding stability and clarity in this volatile world will require vision, innovation and belief. Our members and LEAF Marque certified farmers and growers are well placed to build the resilience and productivity of their businesses, delivering a wide range of public goods and critically, being recognised for doing so.

LEAF’s time is now. With the environment featuring strongly in the new Agriculture Bill together with measures to strengthen the transparency of supply chains, our LEAF Network and LEAF Marque assurance system will be critical as we develop post-Brexit agriculture policy.

“Agriculture is our wisest pursuit, because it will, in the end, contribute most to real wealth, good morals, and happiness.”

(letter from Thomas Jefferson to George Washington 1787)

LEAF’s Integrated Farm Management addresses many of the public goods referred to in both the Agriculture Bill and the 25 Year Environment Plan, including more sustainable water and soil management, animal welfare, enhancement of biodiversity and access to the countryside. We also understand only too well the importance of ensuring people understand and appreciate what farmers deliver. This year’s LEAF Open Farm Sunday saw nearly 300,000 people visit a farm to learn about farming and food production.

I am immensely proud of what we have achieved this year. My thanks to our Chairmen, Trustees, the LEAF Network, our members, supporters and staff for their continued commitment, hard work and inspiration. There are huge opportunities ahead and we are determined to build a more resilient future for all.

Caroline Drummond, MBE
The year at a glance

Spring 2018

We continue to lead the way in driving IFM research and development through our LEAF Network. We were delighted to welcome The Centre for Dairy Research (CEDAR) as a LEAF Innovation Centre – joining a select group of some of the country’s most prestigious education and research organisations, set up to support the development of IFM and help our members to turn agricultural innovations into commercial opportunities.

Equipping farmers with the latest skills and know-how around sustainable farming is at the heart of LEAF. We were pleased to hold a number of technical training events on LEAF Demonstration Farms in partnership with ARTIS, to inspire farmers and build their knowledge around soil and water management.

Our third LEAF Marque Summit explored the role of assurance systems in delivering positive changes in global food and farming systems. Kindly supported by Waitrose, some hugely inspiring speakers from across the food, farming and research sectors raised the discussion around the efficiency, transparency and impact of assurance schemes.

Finally, we welcomed Philip Wynn as our new Chairman, who took over from Stephen Fell. Philip has a long connection with LEAF, having been manager of one of LEAF’s first Demonstration Farms.
Summer 2018

We work to transform the way children and young people learn about farming. Our visionary approach to education and public engagement has been further strengthened with our merger with FACE last year, culminating in the launch of LEAF Education at a reception in the House of Commons, hosted by George Freeman MP and attended by food and farming minister, George Eustice MP.

A key priority for LEAF Education is opening young people’s minds to what farming delivers and the many career opportunities available in the agri-sector. We were very pleased to run our first national schools farming competition in partnership with Coleg Cambria’s Llysfasi College, which immersed students and their teachers in a weekend of farm-related activities.

A record breaking **293,650 people** visited farms on LEAF Open Farm Sunday – the highest ever number since we started the campaign. Nearly 400 farms took part, showcasing the breadth and diversity of British agriculture and connecting people with farming and where their food comes from. A truly spectacular day for the whole industry to be proud of.

We further strengthened the LEAF Network with two new sites – NIAB EMR – the UK’s largest horticultural research and development organisation and Blackbird Farming, an arable sheep and fruit farm in Kent. As Network Sites, they are critical to advancing knowledge around more sustainable farming and driving uptake.

To view a selection of videos from 2018 visit leafuk.org/news-and-media/video-library
The year at a glance

Autumn 2018

As part of our drive to better engage teenagers with farming, food and the countryside, LEAF Education commissioned a pioneering research programme, supported by Rothamsted Research, involving over a thousand 12 to 18 year olds, to explore their ideas around farming, food production and the natural environment. Forming part of this was our Teenager Engagement Day, held at The Farm School in Hertfordshire and attended by our Honorary President, HRH The Countess of Wessex. A truly amazing day, buzzing with ideas and great discussion with all the students sharing their views and ideas around food and farming which we will use to shape future LEAF Education activity.

We were delighted to welcome two new Demonstration Farms - A.J and C.J Snell in Herefordshire, one of the UK’s leading fresh and frozen soft fruit growing businesses and Bowhill Farming Ltd, a mixed hill/upland enterprise in the Scottish Borders. They join over 35 farms across the UK showcasing the very best of sustainable farming practices to a wide range of audiences.

Throughout 2019, our staff, Demonstration Farmers, Innovation Centres, trustees and supporters have given thousands of talks and sit on numerous industry and government groups, representing the views of our members and pressing the case for better recognition of IFM. This will be absolutely critical as we look to embrace the opportunities of post-Brexit agriculture.
LEAF Education is helping transform how the agricultural industry communicates and engages with future generations. We were extremely proud to unveil the results of our twelve-month teenage research programme at our third education and public engagement conference, hosted by Rothamsted Research. We welcomed over 170 teachers, farmers, students, policy makers and educationalists to explore new ideas and fresh thinking and set out an exciting road map, to inspire young people about farming and food production.

Food protection, security and defence was the subject of this year’s Annual Conference, kindly supported by Barclays and chaired by BBC broadcaster Tom Heap. Always a hugely popular event bringing together a range of renowned experts in this area and providing valuable insights into the risks, solutions and opportunities for more resilient food and farming systems.

We were also delighted to attend the Farm Business Innovation Show again this year where we launched the start of LEAF Open Farm Sunday 2019 and announced our new plans to support farmers opening their gates next year.

Recap on some of this years highlights from LEAF events at leafuk.org/news-and-media/events/archived-events
Facilitating knowledge generation and exchange
Providing farmers with the skills, know-how, resources and training to farm more sustainably is at the heart of what LEAF does.
Supporting farmers with management tools and resources to help them build greater business resilience is a core part of LEAF’s technical activities. A highlight of the year was the launch of Simply Sustainable Biosecurity – the fourth in our Simply Sustainable series of technical guidance booklets, offering simple and practical steps for better biosecurity – all part of our drive to strengthen our offer in the livestock sector.

2018 also saw the continuation of four EU Horizon 2020 funded projects looking at issues such as on-farm demonstration, crop diversification, intercropping and water stress in crops. Working with researchers and farmers from over 20 countries, the outcomes of this valuable collaboration is helping to drive forward sustainable farming innovations and uptake amongst our own members and further afield.

Our UK wide network of Demonstration Farms and Innovation Centres – representing some of the most progressive and forward-thinking farmers and research establishments underpin all LEAF’s technical activities. During 2018, we welcomed five new sites to the LEAF Network – The Centre for Dairy Research (CEDAR) and NIAB EMR as Innovation Centres and Blackbird Farming, A.J and C.I Snell and Bowhill Farming Ltd as Demonstration Farms. They join nearly 50 sites across the UK to support the ongoing development and demonstration of more sustainable farming through IFM.

This year’s IFM Field Event, held at Elveden Estate saw farmers, researchers and advisors come together to explore how farmers can optimise biodiversity to achieve business benefits across the whole farm. Field tours and industry experts highlighted new trends over a range of topics including the role of ley on soil quality, intercropping, placement and diversity of field margins to increase pollinators and their use in horticultural rotations.

For more information on our LEAF Network visit: leafuk.org/farming/leaf-network-1
Market Opportunities

Developing market opportunities
LEAF Marque offers a powerful pathway to more sustainable farming, enabling farming businesses to profile their environmental commitments and gain recognition in the market place.
LEAF Marque celebrated its 15th anniversary in 2018; since it was launched in 2003, it has grown to become the foremost indicator of sustainable farming. Our global reach now extends to some 1,032 businesses in 34 countries, representing 386,583 hectares of crop. We continue to see steady growth in the UK horticulture sector and for the sixth year running, the percentage of UK produced fruit and vegetables grew with 36% of UK produced fruit and vegetables now being grown on LEAF Marque certified farms.

Our valued partnerships with major retailers and global food brands including Waitrose, M&S, Jordans and Lidl go from strength to strength, as they look to demonstrate their environmental commitments through LEAF Marque. In addition, our close partnership with the Jersey Government continues as we support all their dairy and arable farmers to become LEAF Marque certified. We have held a number of specialised training events during the year, working directly with farmers and equipping them with the necessary knowledge and skills to ease their transition to LEAF Marque certification.

As full members of ISEAL (International Social and Environmental Accreditation and Labelling) we work hard to ensure LEAF Marque remains robust, transparent and relevant. At the end of 2018, our industry wide consultation began on the next version of the Standard, which will become effective at the start of 2020.

We were also delighted to receive funding from ISEAL’s Innovations Fund to look at developing a more outcome-based approach and initial work started on the area of biodiversity. LEAF Marque is leading the way in this approach and will be the first sustainability standard to make this transition.

See LEAF Marque in action at leafuk.org/farming/leaf-marque
Thank You...
Thank you to all our members and sponsors who have helped support our work over the year.
Engaging the public in food, farming and the environment

Building a better understanding of farming, what it delivers and how it impacts on all our lives is key to delivering our vision of a world that is farming, eating and living sustainably.
LEAF Open Farm Sunday continues to lead the way in providing opportunities for everyone to experience farming at first hand. This year we saw the highest number of visitors since the campaign started in 2006. Nearly 300,000 people visited 362 farms across the country to learn about the story behind their food with 92% of visitors saying that it made them more appreciative of the work farmers do.

Our far-reaching media campaign across broadcast, print and on-line achieved over 800 pieces of coverage and a magnificent 17 million reach on our social media channels. The total number of visitors over the last 13 years has reached over 2.2 million, demonstrating the enormous impact the event has on bringing people closer to farming.

This year, we were delighted to launch a refreshed online version of our Speak Out Communications Toolkit, featuring videos, tried and tested tips and resources to help farmers inspire, enthuse and engage visitors in the world of farming. Huge thanks to the Crop Protection Association for supporting the update.

Throughout the year our members and LEAF Demonstration Farmers host visits for a broad range of audiences ranging from local schools, community groups to policy makers and politicians. By seeing sustainable farming in action, we are building understanding and appreciation of what farming delivers and helping everyone engage with the natural world.

Collaboration is key to building better connections and we are Wproud to work with partners across the food and farming sectors in the Access to Farms Partnership, National Outdoors for All Working Group (NOFAWG) and of course, Countryside Classroom, as the lead partner organisation. Thank you to all our partners and supporters for your time, ideas and inspiration.

293,650
Record number of visitors to LEAF Open Farm Sunday 2018

87% of visitors said it changed the way they think about farming following their LEAF Open Farm Sunday experience

Farming in the spotlight at Hill Farm

Visitors enjoy a tour of Uncle Henry’s

Find out how you can get involved in LEAF Open Farm Sunday at farmsunday.org
LEAF Education

LEAF Education is leading the way in engaging future generations with farming, food and the natural environment, opening their eyes to future career routes in the agri-industry and promoting health and wellbeing.
Our wonderful team of **Regional Education Consultants** have worked with nearly **500 schools** and delivered to **10,560 young people** this year, developing resources, visiting schools and working with farmers to help them deliver high quality educational experiences for young people.

Finding new and exciting ways to reach out to children and young people about farming and why it matters is at the heart of our **FaceTime a Farmer** initiative – an idea developed by Cambridgeshire farmer, Tom Martin. It really gained momentum this year with the introduction of a ‘matching’ service, pairing **over 70 schools** and farmers, using FaceTime or Skype, to bring farming into the classroom. Thanks to sponsorship from Strutt & Parker and Sainsburys, we are looking to significantly amplify the reach of the initiative across the UK in 2019.

**10,560**

Young people directly engaged with* Connecting teenagers with farming and food is one of our key priorities. We commissioned an extensive research programme involving over a thousand 12 to 18 year olds and held a **Teenager Engagement Day** to listen to their views and to understand the issues they care about. The outcomes are helping us shape our future priorities and we were delighted the launch our **five key themes** for 2019 – Outdoor Inspiration; Community Hub; Fit for Life; Farming Futures and Careers and Let’s Connect. We greatly look forward to working with all our partners to develop exciting initiatives to mobilise and inspire future generations about farming and all it delivers.

This year’s **LEAF Education conference**, attended by over 170 delegates, brought together some hugely inspiring speakers, including teenage speakers from Brockhill Park School and the UK Youth Parliament. Our thanks to everyone who attended, to all our wonderful speakers and our hosts, Rothamsted Research.

![Bringing farming into the classroom with FaceTime A Farmer](image1)

![Learning about farming through LEAF Open Farm School Days](image2)

**100%**

of respondents have enjoyed the FaceTime A Farmer initiative*
Working In Partnership

Better together

LEAF has always been about partnerships, working with others across the farming and food industry to achieve shared sustainable farming objectives. We are very proud of our alliances, they are absolutely vital to our continued growth and impact.
A key highlight of 2018 has been our involvement in **four EU Horizon 2020 funded projects** bringing together researchers, universities and institutes from over **twenty European countries** to explore a diverse range of issues such as improving water efficiency and crop diversification, sustainable soil management and enhancing the benefits of on-farm demonstration. Workshops, conferences and technical meetings have taken place throughout the year where we have been able to share experiences, pool expertise and learn from each other in order to generate a rich and powerful collective intelligence to address shared challenges around the delivery of more **sustainable farming**.

Once again, we have joined forces with a number of organisations including the NFU, ARTIS and BASIS, to deliver **farmer focused training** around key IFM topics including soil and water management, intercropping and precision farming.

Likewise, our valued partnerships with Innovative Farmers, Agricology, GWCT, AHDB and the NFU continue to drive forward **sustainable innovation and knowledge exchange**.

We continue to be represented on a number of industry groups and initiatives including the Campaign for the Farmed Environment, the Greenhouse Gas Action Plan, Tried and Tested, Catchment Sensitive Farming and The Voluntary Initiative. All excellent examples of the **industry working together**, pooling resources and expertise to achieve even greater impact.

See who we are working in partnership with at leafuk.org/about-leaf/working-in-partnership
LEAF really matters to the companies in Fresca Group. We work with farmers and growers every day, both at home and abroad. 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
## Money matters

### Summary of income and expenditure for the year ended 31 March 2018

Our grateful thanks to the following organisations and individuals who have provided donations to LEAF and LEAF Education:

- Baron Davenport
- The CLA Charitable Trust
- Chef on the Farm
- Dumbreck Charity
- Ian Askew Charitable Trust
- Kenilworth and District Agricultural Society
- MHS Farms Ltd
- Morrisons Foundation
- The Ninevah Charitable Trust
- Samuel William Farmer Trust
- The Almoners Committee of the Worshipful Company of Farmers
- The HDH Wills 1965 Charitable Trust
- Trustees of the Ganton Furze Settlement
- Whitley Animal Protection Trust
- The William Dean Trust
- The Wilmcote Charitrust

Our thanks also to our LEAF Education patrons:

- Beeswax Dyson Farming
- Hutchinsons
- Sainsburys

And to our additional LEAF Education sponsors:

- Bayer
- Garfield Weston
- The NFU Mutual Charitable Trust
- Strutt and Parker

### Income and Expenditure

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<th>2018</th>
<th>2017</th>
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<tr>
<td><strong>Incoming resources</strong></td>
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<td>Donations &amp; legacies</td>
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<td>Other trading activities</td>
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<td>Investment Income</td>
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<td>321</td>
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<td><strong>Incoming resources from charitable activities</strong></td>
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<td><strong>Total incoming resources</strong></td>
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<td><strong>Resources expended</strong></td>
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<td>Raising funds</td>
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<td>Net movement in funds for the year</td>
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<td>Fund balances brought forward</td>
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<td><strong>Fund balances carried forward</strong></td>
<td>798,821</td>
<td>528,595</td>
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Who's who at LEAF

To all these people and the many others who give their time and expertise to support us, we owe our grateful thanks

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Who's who at LEAF

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Jeremy Padfield, South West
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Jo Hatton, South East
Elizabeth Lake, Central
In future, the world’s going to need more crops, higher quality ones too. Thus, few things are more precious than the soil where those crops begin. To ensure the soil remains healthy tomorrow, it has to be treated with care and respect today.

BASF is working with farmers to create chemistry that can keep the soil fertile and fruitful with the right amounts of water and nutrients. Stewarding the land and planning for the future. With help from BASF, it’s in the farmers’ hands.

For more information visit www.agriculture.basf.com
Looking ahead to 2019

**Working with our members**
Supporting our members with the latest thinking around sustainable farming and providing training, tools and technical resources to strengthen their businesses.

**Public engagement**
Connecting people with farming and how their food is produced through LEAF Open Farm Sunday and our range of innovative communication tools and Speak Out training.

**Building LEAF Marque**
Extending the reach and impact of LEAF Marque as the leading environmental assurance system. Providing a framework for farmers and the food chain to manage the complete sustainability agenda and giving consumers the assurance that their food has been produced to high environmental standards.

**Knowledge exchange**
Building the capability of our LEAF Network of Demonstration Farms and Innovation Centres to deliver the know-how and expertise to transform sustainable farming uptake, research and development.
Strengthening our membership offer
Building our membership tools and services to help develop business resilience in order to meet the challenges of a changing and volatile world.

Political influence
Working with government to ensure the commitment of LEAF members to farming more sustainably and the range of public goods and services they deliver, is recognised and rewarded in future support mechanisms post Brexit.

Educating future generations
LEAF Education will lead a collaborative approach within the industry to innovate, inspire and engage young people with farming and the natural world. This will include:

• Strengthening our training provision to teachers and farmers delivered through our team of Regional Education Consultants
• Broadening the reach and impact of FaceTime a Farmer
• Building on our teenager outreach work
• Running our second national farmers competition.