



LINKING ENVIRONMENT AND FARMING

A Year In Review 2017



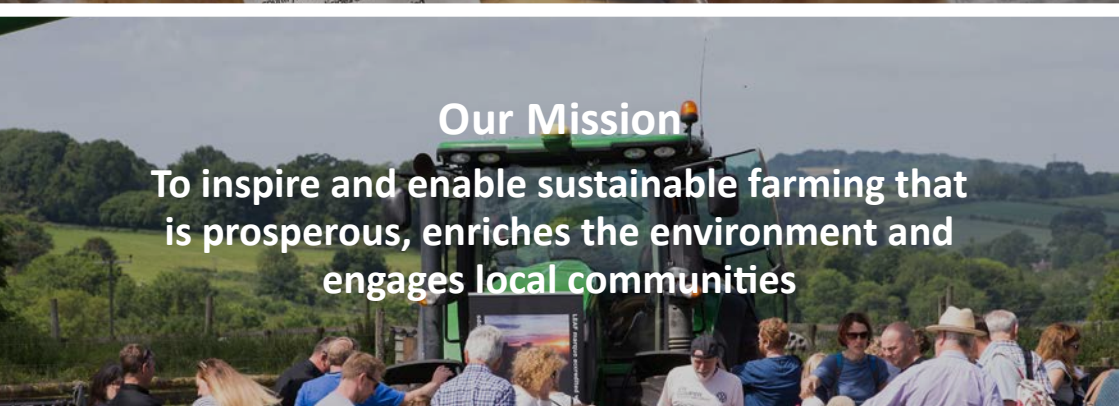
Who We Are

LEAF (Linking Environment And Farming) – the leading organisation delivering more sustainable food and farming



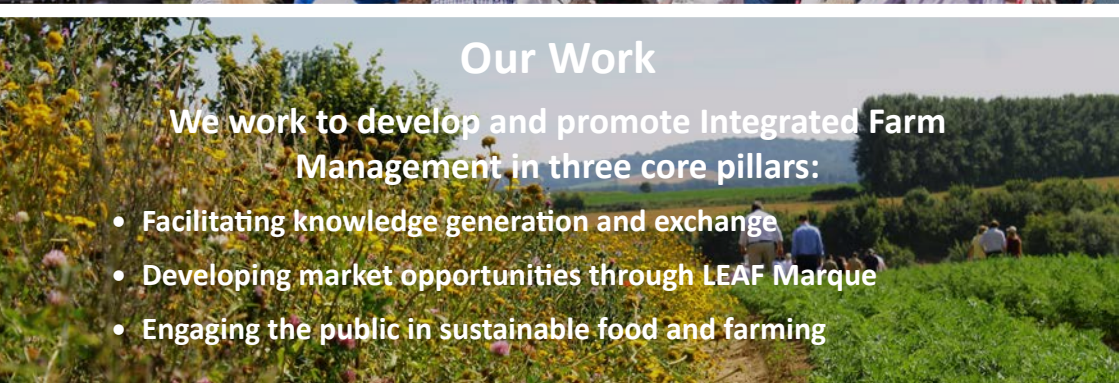
Our Vision

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
- Engaging the public in sustainable food and farming

From the Honorary President



BAGSHOT PARK

Since I became Honorary President, I have been hugely impressed with the range and extent of the work of LEAF in championing more sustainable food and farming.

I was delighted to visit a number of their exemplary Demonstration Farms to see how LEAF's Integrated Farm Management operates on the ground and to learn more about the impact it is making to the economic performance, environmental quality and social health of farms. Farmers are at the heart of all that LEAF delivers and it was a privilege to speak with some of its Demonstration Farmers directly about how they are implementing IFM, their work around knowledge exchange and how LEAF Marque certification is helping them communicate their sustainable farming credentials.

I was also pleased to visit a LEAF Open Farm Sunday event and to see first hand the difference it is making to increasing people's understanding of where their food comes from and how it is produced.

As the world becomes increasingly digitalised, young people in particular are moving further away from experiencing and understanding farming and the natural world. I was very interested to learn about the practical and imaginative ideas LEAF is developing in this area at their Education and Public Engagement conference. LEAF's drive and vision in leading a collaborative approach within the farming industry to improve young people's understanding and appreciation of farming is very exciting. Furthermore, LEAF's merger with FACE (Farming and Countryside Education) will strengthen its impact, both nationally and regionally, as the interface between agriculture and schools.

I very much look forward to continuing to support LEAF in its work to inspire and empower farmers on their journey to more sustainable farming.

HRH The Countess of Wessex GCVO

Tailored nutrient management from Yara



Reduce unit cost of production through increased yield and quality whilst improving the crops natural defence against disease.



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Knowledge grows

From the Chairman



2017 has been a very productive year for LEAF, with the merger with FACE, the very good news that Sophie, Countess of Wessex accepted to become our new Honorary President, and the continual work to promote sustainable agriculture and raise awareness among the consuming public. My thanks go to Caroline Drummond and all her very active team for raising the profile and values of LEAF still further.

The whole country, or should I say, our politicians and the media, have been consumed by Brexit, and LEAF has been working hard to put over our strong messages to government. Undoubtedly, there are exciting and challenging times ahead as we prepare for reduction in support levels, a greater emphasis on environmental improvement, hopefully simplification and earned recognition.

Focusing on what the market requires and producing it to the highest possible standard is a given for those LEAF Marque producers seeking market access and higher rewards. Producing to this standard should be the goal of many more if they are to survive and thrive. The prospect of expanding export markets is an exciting one, but to succeed we have to be better than other exporting countries; with LEAF Marque and our robust recognition through our ISEAL full membership, LEAF members have a great head start.

The retail market is changing fast and the ritual of wheeling a trolley up and down the supermarket aisles may become a relic of the past as the giant e-commerce companies seek to change our buying habits. We should be looking for opportunity in this - a link online could be as effective, if not more, than trying to get a label on a pack or message on a retail shelf. So, let us, with our experience and knowledge of Integrated Farm Management, embrace life post Brexit with enthusiasm and the determination to succeed.

Finally, I have greatly enjoyed my time as LEAF Chairman. We have seen many changes and I am proud to be handing over the baton to Philip Wynn with LEAF in good heart and fit for the future challenges that lie ahead.

Stephen Fell, MRICS FRAGS

FARMING FOR THE FUTURE

M&S
EST. 1884

*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.*



From the Chief Executive



Throughout 2017, LEAF continued to drive forward a visionary approach to delivering more sustainable farming through Integrated Farm Management and in June, we merged with education charity, FACE (Farming and Countryside Education). In bringing the skills of both organisations together, we have significantly enhanced our capability to engage, influence and inspire young people about farming, food production and the environment. Our aim is to ensure that every child has had an opportunity to understand more about how food is produced and potentially consider a career in this critical sector.

We saw another successful LEAF Open Farm Sunday and our thanks to all the farmers, helpers and visitors who took part in this wonderful event. Over the last 12 years, some 2.1 million people have visited a farm to learn about the story behind their food. As we prepare to exit the EU, building better public trust and understanding of farming has never been more critical; LEAF Open Farm Sunday provides the perfect platform for farmers to shine a light on what they deliver.

We have seen the continued growth of LEAF Marque and carried out independent research which demonstrated its economic, environmental and social benefits. We also continued to build on our knowledge exchange activities through the LEAF Network and are extremely grateful to all of them for their commitment and vision.

Finally, a huge thank you to Stephen Fell, who steps down as our Chairman at the end of this year, after eight years at the helm. He has been a tremendous inspiration to so many of us and has driven forward a hugely ambitious strategic plan. We are delighted to welcome Philip Wynn who has worked with us since the organisation began; I know he will be very active in supporting LEAF as we move forward.

The activities outlined in this report, are the result of the hard work and commitment of the wonderful LEAF team and all the farmers we work with. My thanks to each and every one of them. I am immensely proud of what we are achieving and look forward to working with you all over the coming year.

Caroline Drummond, MBE

The year at a glance



LEAF Marque Summit 2017

Spring 2017

The beginning of 2017 saw the start of our Horizon 2020 projects, working to build the demonstration, technical capability and reach of Integrated Farm Management. In early January, we were delighted to welcome colleagues from the University of Valencia, with LEAF staff making return visits later in the year.

This year's **LEAF Marque Summit**, kindly hosted by Marks and Spencers at which we launched our fifth Global Impacts Report, brought together the food industry, farmers, policy makers and scientists to explore whether the food chain is doing enough to market its own sustainability achievements. Nearly a hundred delegates attended the event and we were delighted to be joined by Jonathon Porritt, environmentalist and Director, Forum for the Future, who paid tribute to LEAF's role over the last 25 years in moving forward the sustainable farming debate.

Raising public awareness of LEAF Marque was a key driver in our new 'Look for LEAF Marque' social media campaign which started early in 2017. Throughout the year, we showcased seasonal LEAF Marque products through a range of eye-catching videos and used the power of social media to get people really engaged with LEAF Marque and what it stands for.



Summer 2016

Our second **IFM** conference took place in May. Researchers from LEAF's Innovation Centres highlighted some of the latest advances in technology and LEAF Demonstration Farmers set out how this technology translates at a practical farming level. It was a very informative day, providing important insight into how technological advances are helping to shape the future potential of IFM.

In May, E W Davies Farms Ltd became the latest farm to be launched as a **LEAF Demonstration Farm**, joining over **35 farms** set up to showcase the very best of sustainable farming practices. In particular, we were delighted to welcome our Honorary President, HRH The Countess of Wessex, to Overbury Enterprises where she learnt more about the work of our LEAF Network and how they implement IFM.

Once again, the whole farming industry united for this year's **LEAF Open Farm Sunday**, with farms opening through the UK and record numbers of visitors learning more about farming and food production. A total of 358 farms opened and welcomed **272,700 visitors** with an increasing social media reach - it really was a spectacular day.

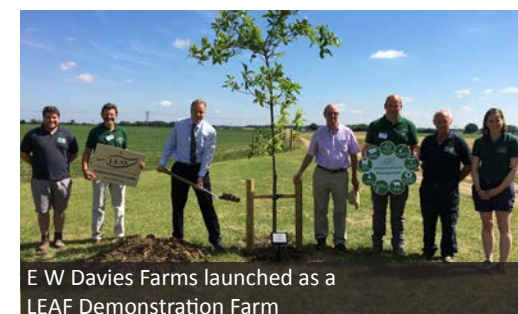
We attended the Cereals event in June and were proud to launch the results of an independent research study, carried out by the Countryside and Community Research Institute, highlighting the added value benefits of being LEAF Marque certified.



Speakers from LEAF IFM conference 2017



HRH visiting Overbury Enterprises



E W Davies Farms launched as a LEAF Demonstration Farm



George Eustice MP meets LEAF at Cereals 2017

The year at a glance



HRH joins LEAF Education and Public Engagement Conference



Engaging teenagers in food and farming at the LEAF Education and Public Engagement Conference



LEAF Network spring event 2017

Autumn 2017

Following **LEAF's merger with FACE** at the end of June, we were delighted to welcome Carl Edwards as our new Director, Education and Public Engagement. As we move forward with FACE, we will look to build on their expertise in bringing agriculture into schools and broaden our reach and impact.

'Feeding Fertile Minds' was the title of our second **Education and Public Engagement** conference, which explored practical and effective solutions to better engage teenagers with farming, food and the natural environment. LEAF's Honorary President, HRH The Countess of Wessex joined over a hundred delegates and discussed with speakers what needs to be done to inspire young people and mobilise the food and farming industry.

LEAF Marque was hitting the TV screens and social media throughout the autumn, thanks to a high-profile TV advertising campaign run by **Waitrose** which was also supported by print adverts and videos. Thousands of people got the chance to learn about what the LEAF Marque means and what it delivers.



LEAF merges with FACE (Farming and Countryside Education)



Winter 2017

Growing LEAF Marque in the livestock sector is a key priority and we were delighted that the **Jersey Government** has implemented LEAF Marque certification as part of the Island's new Rural Economy Strategy. The LEAF technical team visited Jersey to train farmers, discuss LEAF Marque requirements and offer advice in soil management, pollution control, animal husbandry, energy efficiency and nature conservation.

The first meeting of the newly formed Education and Public Engagement Strategy Development Committee took place, bringing together inspirational minds in the education, communication and farming sectors, including two former FACE Trustees – Ian Pigott and Kathy Winrow.

Our **LEAF Network** of Demonstration Farms and Innovation Centres, are key to our knowledge exchange activities. In December, they came together for the Winter LEAF Network event, which was held in Shropshire and included tours, discussion and lots of opportunities for sharing new ideas around IFM.

The year ended on a particularly high note, with LEAF Chief Executive, **Caroline Drummond** winning the Outstanding Contribution to British Agriculture award at the British Farming Awards, in recognition of her achievements and influence on the industry throughout her career and LEAF's growing voice.



Caroline Drummond receives Outstanding Contribution to British Agriculture award

Our year in numbers

36 **367,395**

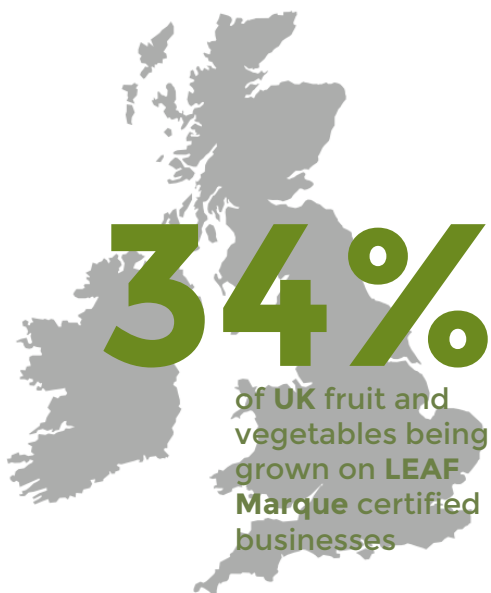
Countries across the world have LEAF Marque certified businesses

hectares of crop on LEAF Marque certified businesses across the world



1,013

LEAF Marque certified businesses across the globe

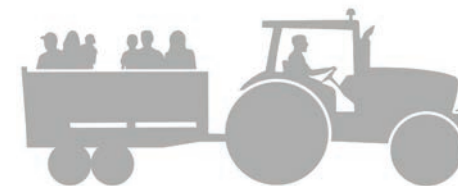


48

LEAF Demonstration Farms and Innovation Centres showing sustainable farming in action

272,700

visitors to LEAF Open Farm Sunday 2017



358

farms opened their gates for this year's LEAF Open Farm Sunday supported by **7,500** friends and family- a huge thank you to all of them



LEAF Marque Delivering...

Independent research study carried out by the Countryside and Community Research Institute (CCRI) on the benefits of LEAF Marque certification.

63%

reported LEAF Marque certification had helped improve soil condition



97%

of farmers, reported LEAF Marque certification had helped secure access to new market opportunities



66%

of farmers reported increased biodiversity



36%

reported extra income as a result of LEAF Marque certification condition

Knowledge Exchange

Facilitating knowledge generation and exchange through our network of Demonstration Farms and Innovation Centres, farm business management tools, technical events and resources.



Sharing best practice in sustainable farming



LEAF IFM Conference 2017



LEAF Network spring event at JSR Farms Ltd

Enabling and inspiring farmers to farm more sustainably through Integrated Farm Management underpins all LEAF's technical activities. We provide farmers with access to cutting-edge insight and best practice to help them implement change and develop more resilient businesses.

This year's IFM Conference, sponsored by Bayer and held at Fera, brought together farmers, scientists, technologists and educationalists to look at developing trends in IFM technology and its potential to address future challenges. Throughout the year, we have also worked in partnership with organisations including NFU, AHDB, ARTIS and as part of the Sustainable Intensification Platform (SIP), to deliver technical events around Integrated Farm Management.

Critical to the delivery of more sustainable farming is LEAF's Network of Demonstration Farms and Innovation Centres. We have worked with a number of them during the year on joint projects and events focusing on key areas of Integrated Farm Management. This year's LEAF Network events included visits to Stockbridge Technology Centre, JSR Farms Ltd, ABP Ellesmere and Grosvenor Farms. Both events were well attended with lots of ideas sharing and discussion.

Building the demonstration, technical capability and reach of IFM has been further strengthened this year with LEAF's involvement in four Horizon 2020 research projects. A range of topics are being explored ranging from on-farm crop diversification strategies and the improved resilience of crops to combined water and nutrient stress. Another project is looking at on-farm demonstration activities throughout Europe and strategies to help maximise their effectiveness and reach, including virtual demonstration farms.

As part of our ongoing focus to strengthen LEAF's offer in the livestock sector, at the start of the year we met with farmers, researchers and technical specialists to consider priority areas. As part of this ongoing work, we have developed new areas within the LEAF Sustainable Farming Review and the LEAF Marque Standard to better support the implementation of IFM on livestock farms.



Key highlights in 2017

- LEAF continues to be an active partner in a number of industry-wide collaborations including Innovative Farmers, Agricollogy, the Campaign for the Farmed Environment and the Jordans Farm Partnership
- Our second IFM conference titled 'Technology and Progression in IFM' explored developing trends in IFM
- E W Davies Farms Ltd was launched as a LEAF Demonstration Farm to showcase sustainable farming practices delivered through IFM
- Programme of LEAF member discussion groups held in the East Midlands to promote knowledge sharing and discussion
- As the SIP (Sustainable Intensification Research Platform) drew to a close at the end of 2017, project partners reflected on outcomes and next steps at a number of workshops and a three-day conference
- Sharing best practice through representation at national and local conferences.

Market Opportunities



Farmers across the world are continuing to make important sustainability commitments and are choosing to realise them through LEAF Marque certification.

We have seen strong and steady progress in the number of farm businesses becoming LEAF Marque certified. Our global reach now extends to some 36 countries, representing 367,395 hectares of crop. In the UK, growth has been particularly apparent in the horticulture sector with an impressive 34% of all fruit and vegetables being grown on LEAF Marque certified businesses. Whilst we continue to make significant impact in the arable and horticulture sectors, we have focused this year on strengthening our reach in the meat and dairy sectors which have been reflected in changes to the LEAF Marque Standard and LEAF Sustainable Farming Review.

Providing independent evaluation of the impact of LEAF Marque certification is a core part of our ISEAL (International Social and Environmental Accreditation and Labelling) requirements. In June, we revealed the results of an independent study, carried out by The Countryside and Community Research Institute, which showed that LEAF Marque certification delivers tangible and significant economic, environmental and social benefits.

Work to review and develop the LEAF Marque Standard has continued throughout the year. We launched an updated LEAF Marque Standard and also refreshed our LEAF Marque training programme, as well as holding a stakeholder workshop bringing together key individuals to develop the shape and direction of LEAF Marque over the next 10 years.



Together with this year's LEAF Marque Summit, both events provided opportunities for discussion on maintaining LEAF Marque's position as the foremost indicator of sustainable farming.

Industry partnerships continue to develop, most notably with Waitrose, M&S, Jordans, Florette, Wyke Farms and the Jersey Government, who are requiring their dairy and arable farmers to become LEAF Marque certified as part of the Island's new rural support scheme.



Key highlights in 2017

- **Continual development of the LEAF Marque assurance system, underpinned by guidance from ISEAL, to ensure it is efficient, inclusive, collaborative and effective**
- **Our fifth global impacts report shows a significant growth in the amount of land across the globe growing to LEAF Marque standards**
- **Continual development of the LEAF Marque Standard to ensure it remains transparent and robust, with a particular focus on the livestock sector**
- **The launch of an independent research study shows LEAF Marque certification delivers tangible economic, environmental and social benefits.**

Thank you...



Thank you...



Thank you to all our members and sponsors who have helped support our work over the year.

Engaging the public

Engaging the public in sustainable food and farming through inspiring and stimulating education, training and wider public engagement opportunities.

Through the LEAF Network of Demonstration Farms and Innovation Centres, LEAF Open Farm Sunday, LEAF Open Farm School Days and our communications tools and training, LEAF has led the way in connecting everyone with farming, food and the natural environment for more than 25 years.



LEAF drives forward education and public engagement in farming



Inspiring young people about food and farming



LEAF Open Farm Sunday 2017 welcomes 272,700 visitors

A very significant development this year has been our merger with FACE (Farming and Countryside Education). FACE's expertise in bringing agriculture into schools, through the training of teachers and farmers, advising industry on the Health and Safety code of practice and leading the on-line resource portal 'Countryside Classroom', will broaden our reach and impact and enable us to scale up our education and public engagement work, both nationally and regionally. As part of our merger with FACE, we will lead a new strategy to drive forward public understanding and demand for more sustainable food and farming and enable schools to enrich their curriculum.

This year's LEAF Open Farm Sunday saw 272,700 people visit a farm. It was a spectacular day, uniting the whole industry, showcasing all that British agriculture delivers in terms of food production, managing the countryside, enhancing the environment and protecting wildlife. Looking ahead, we will build on our schools outreach activities through strengthening LEAF Open Farm School Days.

The growing impact of LEAF Open Farm Sunday in connecting people with farming and providing a platform for farmers to shine a light on what they deliver continues to grow every year. This year, 86% of visitors said they 'learnt something new' and for 18% of visitors, it was their first time on a farm.

We were delighted to welcome LEAF Honorary President, The HRH Countess of Wessex to Leckford Estate's Open Farm Sunday event, where she toured the Estate's various enterprises and met with many organisations and professionals associated with the farm. Huge thanks to this year's sponsors and to the Biotechnology and Biological Sciences Research Council (BBSRC) for funding to develop a set of engaging posters explaining some of the latest science and technology used in farming.

Another highlight of the year was our second Education and Public Engagement conference, also attended by HRH The Countess of Wessex, who joined over a hundred delegates to explore ways to connect teenagers with food, farming and the natural environment.



Key highlights in 2017

- FACE merges with LEAF to drive forward a collaborative approach within the industry for better education and public engagement in farming
- 358 farms open for LEAF Open Farm Sunday and welcome 272,700 visitors with 86% of visitors saying they 'learnt something new'
- LEAF Honorary President, HRH The Countess of Wessex visits the Leckford Estate's Open Farm Sunday event and attends the LEAF Education and Public Engagement conference
- Second Education and Public Engagement conference held exploring innovative ways to connect teenagers with how their food is produced and where it comes from
- Continued involvement in a number of industry partnerships including the Access to Farms Partnership, National Outdoors for All Working Group (NOfAWG) and Countryside Classroom.

Working In Partnership

LEAF is only able to achieve what it does by working with others across the farming and food industry towards a shared vision of a world that is farming, eating and living sustainably.



DIVERSify kick off meeting in Edinburgh



Final SIP research workshop at Bangor University



SolACE project launch meeting in Montpellier

This year saw the start of four Horizon 2020 research projects of which LEAF is a partner. The projects, focusing on improving the productivity and sustainability of European agriculture, involve staff exchanges, study visits and development of technical and communication resources. The outcomes of the projects, which run for between three and five years, will bring many benefits to both LEAF members and the wider farming community in terms of knowledge exchange and technical know-how.

The SIP (The Sustainable Intensification Research Platform) drew to a close at the end of 2017. It has been a great privilege to be involved in this multi-partner research programme, bringing together farmers, industry experts, academia, environmental organisations and policy makers, to look at the opportunities and risks of Sustainable Intensification, across a range of perspectives and landscape areas. At the end of 2017, we were involved in a number of workshops and a three-day conference exploring next steps and ways to disseminate key learnings from the Platform.

We continue our involvement in a number of stakeholder groups and industry initiatives including Innovative Farmers, Agricollogy, Campaign for the Farmed Environment, Voluntary Initiative, Tried & Tested and the Greenhouse Gas Action Plan. All vital in bringing like-minded organisations together to work towards common objectives. We have also worked with other organisations including the AHDB, NFU, FWAG, GWCT and ARTIS to deliver technical events and farm visits. The AHDB are also using the LEAF Sustainable Farming Review to monitor the performance of their Strategic Farms.

We continue to be an active partner in EISA (European Initiative for Sustainable Development in Agriculture). Our work across Europe to promote Integrated Farm Management is increasingly important as we map out post-referendum agricultural policies and how to best work with our EU partners.



Key highlights in 2017

- Involvement in the Sustainable Intensification Research Platform (SIP) workshops and conference exploring key learnings and next steps
- Seven LEAF Demonstration Farmers participated in the Environment Agency's Agriculture Placement Scheme
- Continued involvement with EISA working to push forward more sustainable farming, through Integrated Farm Management, across Europe
- LEAF and our demonstration farmers involved in the Agri-tech research centres for Agricultural Innovation - a key component of the government's Agri-Tech Strategy
- Forward looking debate and input from our LEAF Advisory Board and LEAF Policy and Strategic Development Committee.



LEAF really matters to Fresca. We work with farmers and growers every day. We see first hand the benefits of integrated farm management and implementing best practice – on UK land and abroad.

As one of the largest and best-respected suppliers of fresh produce in the UK, our technical staff 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 2017

Income and Expenditure	2017	2016
Incoming resources		
Donations & legacies	10,697	4,708
Other trading activities	106,145	180,317
Investment income	321	466
Incoming resources from charitable activities	910,900	185,491
Total incoming resources	1,028,063	1,109,918
Resources expended		
Raising funds	95,568	157,108
Charitable activities	903,824	860,511
Total resources expended	999,392	1,029,412
Net gains/(Losses) on investments	157	(193)
Net movement in funds for the year	28,827	80,313
Fund balances brought forward	499,768	419,455
Fund balances carried forward	528,595	499,768

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

The Esmée Fairbairn Foundation, Ganton Furze Trustees, AgReserves Ltd, Mr Richard Midmer and the Women's Farming Union



Making the most
of a precious
resource.

Farming, the
biggest job
on earth.

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For more information
Visit www.agriculture.basf.com


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**LEAF**
LINKING ENVIRONMENT AND FARMING

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We Maximise Nature's Potential

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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

LEAF Board of Trustees

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Ian Ashbridge, Bidwells
Benjamin Browning, Treasurer
Andrew Burgess, Produce World
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Chris Collins, University of Reading
Sara Eppel, Eppel Sustainability Ltd
Nigel Garbutt, Horizon
Philip Huxtable, JSR Farms Limited
Rt. Hon Michael Jack CBE
James Johnson, Company Secretary
Cedric Porter, Supply Intelligence
Richard Quinn, Farmcare Trading Ltd
Richard Whitlock, Richard Whitlock Ltd

LEAF Head Office Staff

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Rosie Beaufoy, Administrator
Jim Blumire, Bookkeeper
Simon Bull, Marketing and Communications Manager
Jenny Clark, Technical Assistant
Quentin Clark, Director Business Collaboration
Lynette Eccles, Secretary/PA
Carl Edwards, Director Education and Public Engagement
Caroline Ellis, Bookkeeper
Kathryn Green, Sustainability Manager
Val Goldstraw, Membership Coordinator
Janet Hickinbottom, National Education Officer
Justine Hards, Publications and PR Coordinator
Justine Hunt, IFM Administrator
Steve Jones, Operations Manager
Jamie Markham, Marketing Graduate
Alice Midmer, IFM Manager
Mel McCarthy, Open Farm Sunday Coordinator
Lucy Redmore, Technical Assistant
Annabel Shackleton, Events and Open Farm Sunday Manager
Laura Tippin, Technical Assistant (Projects)

LEAF Marque Board

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Stuart Beer
Andrew Burgess, Produce World
Nigel Garbutt, Horizon
Caroline Drummond MBE, Chief Executive, LEAF
Quentin Clark, Director Business Collaboration, LEAF
Steve Jones, Operations Manager, LEAF

Regional LEAF Chairmen

Ian Brown, North East
Andy Guy, East Midlands
Robert Kynaston, West Midlands
Andrew Nottage, East of England
Jeremy Padfield, South West
David Roberts, Scotland
Ian Waller, South East

LEAF Demonstration Farmers

Robert Addicott, Addicott Partners, Somerset
Peter Barfoot and Nathan Dellicott, Barfoots of Botley, West Sussex
Brian and Patrick Barker, E J Barker and Sons, Suffolk
Edward Baxter and , Gilston, Fife
Chris Baylis, Sir Richard Sutton Estates Ltd, Lincolnshire
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 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

William Forbes, G's Marketing, Cambridgeshire
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
Tracey Hughes and Richard Kooijman, Eric Wall Ltd, West Sussex
Philip Huxtable, 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
Chris Newenham and Andrey Ivanov, Wilkin and Sons Ltd, Essex
Jeremy and Sue Padfield, Church Farm, Somerset
Hamish Stewart, Ragley Hall Farm
Ian Pigott, J W Pigott and Son, Hertfordshire
Tim Pratt, Wantisden Hall Farms, Suffolk
John and Helen Renner, Renner Farming, Northumberland
Nick Tilt, R P Tilt and Son, Shropshire
Ian Waller, Hampden Bottom Farm Ltd, Buckinghamshire
Duncan Worth and Simon Day, Worth Farms,

LEAF Innovation Centres

Bangor University, Gwynedd
Bayer Cropscience, Cambridgeshire
The Allerton Project, Leicestershire
Harper Adams University, Shropshire
James Hutton Institute, Perthshire
Rothamsted Research North Wyke, Devon
Royal Agricultural University, Gloucestershire
SRUC Crichton Royal, Dumfries and Galloway
Stockbridge Technology Centre, Yorkshire

LEAF Marque Technical Advisory Committee

Ian Finlayson, Chairman

Belinda Bailey, Crop Protection Association
Richard Baldwin, United Kingdom Accreditation Service
Lucy Bjorck, Royal Society for the Protection of Birds
Jim Egan, Game and Wildlife Conservation Trust
Andrew Francis, Elveden Farms
Geoff Howe, Natural England
Rebecca Inman, Farming and Wildlife Advisory Group (East)
Robin Levin, SAI Global Ltd
Andrew Penton, Environment Agency
Andy Mitchell, Marks and Spencer
Stephan Morris, Blueskies Ltd
Stephen Musyoka, Oserian Agriculture Ltd
Richard Perkins, World Wide Fund for Nature
Jane Rickson, National Soil Resources Institute, Cranfield University
Richard Sheane, 3Keel Ltd
Hamish Stewart, Ragley Home Farm
Guy Thallon, Produce World and FarmCare
Sue Whittington, NSF Certification

LEAF Policy and Strategic Development Committee

Tom Heap, Chairman

Sue Armstrong-Brown, Green Alliance
Mike Barry, Marks and Spencer plc
Rachel Bragg, Care Farming UK
Peter Carey, Bodsey Ecology Limited
David Ellerton, H L Hutchinson
Keith Goulding, Rothamsted Research
Alastair Leake, Game and Wildlife Conservation Trust
Tom Oliver, Future Landscapes
John Peck, BASF
Cedric Porter, Supply Intelligence
Marion Regan, Hugh Lowe Farms Ltd
Jonathan Sutton, Univeg
Bruce Tozer, Independent Consultant
Michael Winter, University of Exeter

Who's who at LEAF

LEAF Advisory Board

Stephen Fell, Chairman

Mark Aitken, Scottish Environment Protection Agency
Andrew Clark, National Farmers Union
Sarah Cowlrick, Association of Independent Crop Consultants

Andy Cureton, Biotechnology and Biological Sciences Research Council

David Freeman, Agricultural Industries Confederation

Andrea Graham, National Farmers Union

David Henley, Easton and Otley College

Jill Hewitt, National Association of Agricultural Contractors

John Ibbett, Bedfordia Farming

Glyn Jones, Food and Environment Research Agency

Vanessa King, FAI Farms Ltd

Chris Knight, Campden BRI

Richard Laverick, Agriculture and Horticulture Development Board

Jamie Letts, Environment Agency

Lydney Martin, National Federation of Young Farmers Clubs

Calum Murray, Innovate UK

Robert Pinches, Agricultural and Farm Contractors

David Pink, Harper Adams University and the Food Ethics Council

Christopher Price, Country Land and Business Association

Julia Roberts, National Federation of Women's Institute

Ron Stobart, National Institute of Agricultural Botany

Nick von Westenholz, Crop Protection Association

Graeme Willis, Campaign to Protect Rural

Open Farm Sunday Regional Co-ordinators

Richard Burkinshaw, North of England

Rebecca Dawes, Scotland

Philip Gorringer, West Midlands

Andy Guy, East Midlands

David Jones, East of England

Jo North, South East

Jeremy Padfield, South West

Siân Spear, Wales

Public Engagement and Education Committee

Gary Richardson, Chairman

Alison Capper, NFU, Horticulture & Potatoes Board

Andrew Wolfe, Port Hill Farm

Annabel Shackleton, LEAF

Carl Edwards, LEAF

Caroline Drummond, LEAF

David Canty, Strutt & Parker

Des Lambert, Landex

Donna Ashlee, Brockhill Park Performing Arts College

Edward Venmore, Foot Anstey

Helen Cox, Sir John Lawes School

Ian Pigott, J W Pigott & Son

Jane Craigie, Jane Craigie Marketing

Janet Hickinbottom, LEAF

Kathy Winrow, The Oxford Diocesan Schools Trust

P J Bossom, Overbury Enterprises

Sally Mercer, Mercer Farming Limited

Sophie Green, Yorkshire Agricultural Society

Susie Emmett, Green Shoots Productions

Tom Martin, G Martin & Sons

Claire Bragg, Frogmary Green Farm, LEAF Demonstration Farm

FACE Regional Education Consultants

Gaina Dunsire, East of England

David Etheridge, North East

Bobbie Harvey, East Midlands

Debbie Hicks, South West

Katy Pallas, North West

Jane Powell, Wales/Cymru

Samantha Summerfield, West Midlands

Cherry Orchard, Hereford.

We are the only supermarket to guarantee that all our UK fresh fruit and vegetable growers are LEAF Marque certified to ensure strong environmental standards.

Waitrose

Proud to support LEAF



Looking ahead to 2018

Working with our members

We will continue to work with our members through our demonstration activities, management tools and resources and also build on our links with universities and research institutes to increase the evidence of the impact of our work.

Strengthening our membership offer

We will continue to strengthen our LEAF Marque and membership offer in particular with overseas growers and in the livestock sector.

Building LEAF Marque

Increase public understanding, recognition and demand for environmentally and sustainably sourced produce, by strengthening the offer and promotion of LEAF Marque to farmers, members and the planet.

Knowledge exchange

Working with our LEAF Network of farmers and researchers, we will continue to drive forward ground breaking approaches to develop, investigate and communicate the benefits of Integrated Farm Management.

Education and Public Engagement

Following our merger with FACE, we will lead a collaborative approach within the industry to improve education in, and appreciation of, agriculture, the environment and food production.

Political Influence

Play an active role in developing and implementing a new UK Food, Farming and Environmental Policy that encourages innovative and excellent farming practices, enhances the rural environment and engages with the public.

The Health Agenda

We will look to identify new partnerships within the food, farming, environment, health and education sectors to build on the added value opportunities for farming around the health agenda.





LINKING ENVIRONMENT AND FARMING



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THIS PACK CONTAINS

SPINACH	x 12 BCH
or FARSLEY	x 12/26 BCH
or BLACK CABBAGE	x 8 BCH
or KOHLRABI	x 16/24 PCS
or CHARD	x 8 BCH

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