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
• Engaging the public in sustainable food and farming.

To learn more about what we do visit leafuk.org/about-leaf/what-we-do

From the Honorary President

Farming brings profound cultural, educational and spiritual value to society. As we enter a new era for the sector, there has never been a more critical time for farmers to demonstrate the value they bring - not only as producers of our food, but as custodians of our countryside and precious natural resources.

LEAF works at a farmer-led, grass roots level. The unique network of Demonstration Farmers and Innovation Centres drive forward innovation and knowledge exchange around sustainable farming. In October I was delighted to welcome the Lockerley Estate in Hampshire as a LEAF Demonstration Farm and to see first-hand the work they are doing to create healthier soils, integrated with high environmental conservation measures.

Connecting future generations with farming, how their food is produced and where it comes from is so important. Young people today have strong social and environmental awareness; they are concerned about the world around them. Their commitment and creativity has the power to transform our societies. On the other hand, it is also true that there are huge numbers of children who rarely go outside for leisure activities. If we are to see improvements in children’s health, wellbeing and preparedness for adult life and develop long-term solutions to global challenges around sustainability, climate change and food security, then education has to be at the centre. And why not start with farming and the countryside?

The Bayer-LEAF Education Awards recently recognised the inspirational people and projects that are reaching out to young people in new and creative ways. They are igniting their interest in how their food is produced and its relationship to the world around them. I was delighted to be able to pay tribute to their achievements.

I am immensely proud of all that LEAF achieves and greatly look forward to supporting its ambitions in the year ahead.
As another year draws to a close, I look back at a hugely successful year for LEAF. We now have 39 Demonstration Farms with Lockerley Estate opened by our Honorary President the Countess of Wessex, in September. The common denominator amongst all these farmers is their fantastic enthusiasm and passion for innovation in developing a more sustainable approach to their production systems.

I am immensely proud that LEAF Open Farm Sunday has become the country’s largest single one day event and this year over 250,000 people made that all important Sunday journey that has really changed the way so many now think about farming.

I am also delighted to report that our overall educational programme has seen exponential growth with 815 schools already in our network engaging with over 16,000 young people; and Farmer Time (previously known as FaceTime a Farmer) provides another 11,000 interesting, exciting and, most importantly, popular learning hours – what a success!

We are without doubt the ‘go to organisation’ for the development of sustainable food production and farming. However, we now must position ourselves to support a period of unprecedented change for our industry in a practical, meaningful and achievable way. As an industry we will have to seek new approaches to mitigate and adapt to climate change, as well as aspiring to net zero emissions. In education, we will have to create even deeper and lasting impressions and knowledge to provide a greater understanding amongst consumers.

The opportunities for LEAF are simply immense with our practical and progressive approach. I look forward to sharing with you our new ten-year strategy late next year taking LEAF to 2031 and beyond. We recognise the challenges ahead but we are equally determined to steer a carefully planned course of incremental and transformational change for the organisation.

An enormous thank you too, must go to Caroline, the team and all our members and supporters for everything they do to make LEAF what it is. With your help, we are, indeed, much more than the sum of our parts.

Philip Wynn
The farming industry faces challenging times both climatically and politically. Yet we are also encountering the start of an exciting new era. One where globally farmers have the opportunity to be an active part of the solution in combating global warming and on-going human and planetary health issues.

The UK is a world leader in the production of safe, nutritious food with some of the highest animal welfare and environmental standards in the world. Our industry is pushing forward the innovations and technology to tackle issues around carbon sequestration, supporting and enhancing biodiversity and improving public access. What is evident is that future support is likely to justly reward the wealth of environmental and social goods farmers deliver.

The opportunities for farmers to build the resilience of their own businesses through more integrated farming systems are evident - the solutions are not single issues. We will continue to develop and strengthen LEAF Marque. Our impacts this year illustrate the unquestionable strength it has to bring about real change to more sustainable global food systems. Our certified growers should be justly proud of their achievements. We are increasingly interested in current discussions around more circular agricultural and economic models of production.

As we look to build more robust, regenerative approaches, based on sound science and practical application, the role of our LEAF Network and our supporting guidance will be critical. In particular, we are looking forward to being part of the conversations around the National Food Strategy discussions and playing our part in shaping future policy.

Education and public engagement is another key priority and it continues to be a great joy to work with so many brilliant farm teachers and young people. Their enthusiasm for connecting future generations with farming and inspiring hungry minds is infectious. Reaching out to people through LEAF Open Farm Sunday, Farmer Time and all our LEAF Education activities builds genuine and long-lasting connections in an increasingly urban society.

None of our achievements would be possible without the support of our members, supporters and donors and the guidance of our dedicated board. All the LEAF team are incredibly grateful to everyone who continues to make possible the change in the world we all want to see. Thank you. Together we can transform the way we eat, farm and care for our natural world.

From The Chief Executive

Caroline Drummond MBE

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The year at a glance

Spring 2019

We believe that more sustainable farming can be achieved by people working together towards a shared vision. Throughout 2019 we have worked to support and connect the fantastic individuals and organisations who are making a real difference on the ground.

We teamed up with ARTIS to deliver technical training for farmers in more sustainable soil and water management and also worked with WRAP on a joint project with Innovative Farmers and 3Keel looking at methods of reducing production waste. Two BASIS accredited IFM and LEAF Marque Training courses were also held during the year on LEAF Demonstration Farms offering an in-depth analysis of Integrated Farm Management and LEAF Marque certification.

More sustainable farming has to be profitable. Ensuring farmers get recognition in the marketplace for their environmental credentials is the driving force behind LEAF Marque. This year’s LEAF Marque Summit, hosted by Sainsburys, explored the role of food and environmental assurance systems in accelerating change. We explored how LEAF Marque is addressing important global and national targets and the environmental and social differences our growers are making. We were also delighted to launch our 7th Global Impacts Report.

Our Chief Executive travelled to China as a guest of the Sustainable Agriculture Innovation Network (SAIN). She gave a series of presentations and chaired sessions at the UK China Workshop on Agriculture Green Development.

Summer 2019

Reaching out to people and their communities is a key driver in more sustainable farming. More informed people leads to better food choices and deeper thinking around how these choices impact on the wider environment. The UK Government’s 25 year Environment Plan puts public outreach activities at centre stage. Throughout 2019 we have worked harder than ever to support farmers in their roles as educators and communicators.

We took to the road during the summer with our Speak Out Roadshow of communications workshops for farmers and researchers giving them the skills, techniques and tools to become expert communicators. We also launched our new Speak Out Toolkit providing on-line step by step support and resources to back up the practical training.

For the fifth year running, over a quarter of a million people visited farms across the UK on LEAF Open Farm Sunday.

Nearly 400 farms opened their gates to give people a first hand insight into how their food is produced and where it comes from. We continued to build on our education activities through Farmer Time, our National Farming and Environment Competition with Llysfasi College and the introduction this year of Farming Fortnight – a two week long focus on farming for primary and secondary schools across the UK.

We were also delighted that our Chief Executive, Caroline Drummond received global recognition as the Women Economics Forum’s ‘Women of the Decade’ for sustainable agriculture.

To view a selection of videos from 2019 visit leafuk.org/news-and-media/video-library
The year at a glance

Autumn 2019

Developing more sustainable methods of food production is a shared global challenge. With continuing political uncertainty, there has never been a more important time for us to look beyond our own shores and embrace new thinking and ideas from other countries.

Throughout 2019 we worked closely with farmers and researchers across Europe on a number of Horizon 2020 projects looking at areas such as intercropping, water and soil management and demonstration activities.

Through conferences, study visits and training, these projects are generating a wealth of knowledge and resources which we are feeding back to our members and the wider farming community in the UK.

A big focus for us in 2019 was continuing to influence decision makers and government policy and making the case for more robust, evidence-based solutions for more sustainable farming. Our staff, trustees, members, committee members, Demonstration Farmers and Innovation Centres work at a grass roots level to transform the way we produce our food, reward farmers in the marketplace and encourage more people to take action. We have fed into key government consultations around food and farming, continue to represent the views of our members on industry groups and initiatives and are increasingly called upon by the media for our expertise in sustainable farming.

BASIS IFM and LEAF Marque Training at E W Davies Ltd

SolACE potatoes technical workshop at Newcastle University

It is critical that we continually improve and challenge ourselves; no more important than in our global assurance system – the LEAF Marque. After a 2-year public consultation process, involving a broad sweep of interested parties, from LEAF members, farmers, scientists to environmental organisations, governments, commercial partners and members of the public, we published our revised LEAF Marque Standard in early October.

Change on the ground is driven by the foresight, progressive thinking and vision of policy makers. This year, we supported all dairy and arable farmers on Jersey to achieve LEAF Marque certification. Such vision has also been shown by LEAF corporate member, Corteva as we embark on a long-term collaboration with them to support two future sustainable farming champions as part of our Resilient and Ready programme.

Challenging current thinking was the theme of our Annual Conference, supported by Barclays, at which we explored a Circular Agriculture and Economic approach, with a focus of Integrated Farm Management as the pathway to deliver practical change in our global food systems.

Winter 2019

To learn more about what we do visit leafuk.org/news-and-media/events/archived-events
The cornerstone of our technical work is our LEAF Network of Demonstration Farmers and Innovation Centres. They include some of the countries leading research establishments and most progressive farmers. Together they provide the scientific evidence around the impact of IFM and ensure it works at farm level. During 2019, we were incredibly proud to announce Lockerley Estate in Hampshire as our 39th Demonstration Farm which was officially launched by our Honorary President, HRH The Countess of Wessex.

We work at a grass roots level to make change happen. Throughout 2019 we have delivered technical training events for farmers, teaming up with others to share expertise and make the best of our resources. These have included BASIS accredited IFM and LEAF Marque training courses, waste management Field Labs delivered in partnership with Innovative Farmers, WRAP and 3Keel and soil and water management events with ARTIS. We also held two LEAF Network events at LEAF Demonstration Farms giving our farmers access to the latest research and innovation around environmentally and economically transformative practices. Field tours enabled farmers to see new trends and best practice in action, talk to industry experts and crucially, gain new ideas and inspiration about what is practical and achievable on their own businesses.

Our involvement in a number of European, Horizon 2020 funded projects continued to provide new knowledge and insights which are informing our members and the wider farming community on issues around on-farm demonstration, intercropping, water and soil management.

12,578 visitors to LEAF Demonstration Farms

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

Knowledge Exchange

Equipping farmers with the right training, tools and resources to build the resilience of their businesses is the driver to more sustainable farming. We work to encourage, motivate and inspire farmers to be the best they can be.
Market Opportunities

Driving forward more sustainable farming has to make good business sense right across the food supply chain – from farmers, to processors to retailers.

Since 2003, LEAF Marque certification has provided a credible, independent third-party mechanism, recognising and rewarding good sustainable farming practice in the marketplace. This may be in the form of a premium or access to higher value supply chains. It can also help farmers access other income streams such as through agri-environmental schemes and can often lead to significant cost savings through greater efficiencies.

Our global reach continues to increase. We work with 973 businesses in 27 countries, representing a total global hectarage of 375,679 hectares. In the UK, 39% of fruit and vegetables are grown by LEAF Marque certified businesses.

39% of UK fruit and vegetables grown on LEAF Marque Certified businesses

We work with some of the most innovative and forward-looking farmers, businesses and food brands in the world. In 2019, we strengthened our partnerships with Waitrose, Tesco and Lidl and continued to work closely with M&S who have included LEAF Marque certification as one of their required Plan A attributes for all their UK fresh produce.

We are also extremely proud that Jersey is well on its way to becoming the first LEAF Marque certified island – with all its dairy and arable farmers working towards LEAF Marque certification. Throughout 2019 we have delivered support through training, workshops and one-to-one LEAF Marque surgeries.

We are also active partners in the Jordans Farm Partnership with all their oat suppliers required to be LEAF Marque certified. We were delighted to host the JFP Annual Farmer meeting at LEAF Demonstration Farm Ragley Home Farms. The event brought together farmers involved in the Partnership to share experiences, highlight successes and consider future directions and priorities.

The day included a farm tour where farmers were able to see best practice examples of IPM in action with a focus on the interconnections between biodiversity, soil, water and crop health.

See LEAF Marque in action at leafuk.org/farming/leaf-marque
Thank you to all our members and sponsors who have helped support our work during 2019.
Public Engagement
Farmers have a fantastic story to tell about the work they do to provide nutritious food, access to our beautiful countryside and in protecting the environment.

LEAF Open Farm Sunday at Hilton of Aldie, Kinross
Credit: Craig Stephen

Our aim is for more people, from all backgrounds, to engage with and spend time on farms. We want to build knowledge and understanding of sustainable farming and highlight the connections between all living things – soil, plants, animals and people. We want everyone to play their part in building a more sustainable future.

LEAF Open Farm Sunday - the farming industry’s annual open day gives farmers a powerful vehicle to connect with the public. For the fifth year running, we welcomed over a quarter of a million people on to 365 farms across the UK from Jersey to the Shetland Isles. 92% of visitors told us they learnt something new about farming and for 1 in 5 visitors, it was their first time on a working farm. Huge thanks to all the fantastic farmers who took part, over 8,000 helpers who supported them and to our sponsors for their financial and in-kind support.

The media ‘buzz’ around LEAF Open Farm Sunday this year was louder than ever. We saw extensive coverage across broadcast, print and digital media and tremendous growth in our social media presence with a reach of 15 million on Facebook and Twitter on the day itself.

Our Inspiring videos received 82,000 views on Facebook and new this year were podcasts and vlogs featuring host farmers. Thanks to support from the Crop Protection Association, we produced a series of new videos on hot topics such as climate change, meat eating and veganism and antibiotic use.

We have worked hard this year to support farmers in becoming expert communicators whether in person, on-farm, online, in print or in the media. Our Speak Out Roadshow travelled to ten locations across the UK to provide farmers with the techniques and tools for effective communication. We also launched Speak Out online providing step by step support, guidance and interactive communications tools.

91% of LOFS visitors said they were now more aware of and interested in farming issues*

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

93% of people who attended LOFS in 2019 told us they now felt more connected with farmers*

* Results from the LEAF Open Farm Sunday 2019 follow-up visitor survey

Agriculture Minister, Robert Goodwill visits Stonebeck Gate Farm

LEAF Open Farm Sunday, Lacey’s Farm

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Reaching out to young people

Increasing knowledge about farming, its relevance to our everyday lives and why it matters to the health of the planet, starts with education. Young people are our future customers, innovators, scientists and workforce.

LEAF Education is all about inspiring and educating future generations about food, farming and the countryside. Our fantastic team of Regional Education Consultants underpin all our activities, working at a regional level with teachers, farmers and businesses across England and Wales.

We have focussed this year on building on the teenager research, which we commissioned in 2018. Our Key Stage 4 and 5 provision has increased from 400 students last academic year to over 950 students in 2018/19. In total, we have worked with 16,368 young people in 815 schools and delivered over 34,000 hours of learning about farming.

Our #FarmMyFood event organised by East of England LEAF Regional Education Consultant, Gaina Dunsire was a shining example of our work with young people. The day, hosted at Elveden Estate, a LEAF Demonstration Farm, was specifically aimed at Business Studies and Food Preparation and Nutrition GCSE students.

This year we ran our first ever national Farming Fortnight, providing a wealth of downloadable resources and teaching materials for both the primary and secondary sector and held our second Food, Farming and Environment Competition in collaboration with Coleg Cambria, Llysfasi which saw teenagers from six schools from across the UK take part in a broad range of activities designed to give them an insight into the science and technology used in farming as well as future career opportunities.

We also launched our national network of LEAF Education Demonstration Schools, to showcase best practice in food and farming education and were delighted to launch our first four schools.

Through our growing Farmer Time initiative (previously known as FaceTime a Farmer), we are also harnessing the power of digital communications to inspire young people about farming. During 2018/19 we paired 300 schools with farmers which involved nearly 9000 children.

Learn more about LEAF Education at leafuk.org/education
Partnerships for more sustainable farming

LEAF has always been about collaboration. We know that by working together we can bring about real change towards more sustainable farming. Everyone has a part to play.

We are really proud to work with businesses and organisations who share our vision of a world that is farming, eating and living more sustainably. We have built trusted and enduring partnerships based on mutual respect and shared responsibility. By working together, we create a powerful force for change.

Throughout 2019, we have continued our involvement with a number of Horizon 2020 projects, working with farmers and researchers in over twenty countries on topics such as intercropping, water and soil management and ways to enhance on-farm demonstration. PLAID (Peer-to-Peer Learning: Accessing Innovation through Demonstration) came to a close and we are hugely excited about the opportunities the results of this project offers our members and the wider farming community to boost their own learning and engagement at farm level.

We also teamed up with Corteva Agriscience during 2019 on a three-year action-packed programme of training, technical support and mentoring to develop new sustainable farming champions. Resilient and Ready is a very exciting project aimed at boosting the business resilience of individual farm businesses which will impact on the industry as a whole.

Our LEAF Network of Demonstration Farms and Innovation Centres worked throughout the year to develop and demonstrate sustainable farming in action. Many of them hosted technical workshops, training days and farmer led field events which we ran in partnership with a wide range of organisations including The Woodland Trust, Super G, AHDB, Newcastle University, The James Hutton Institute and ADAS. Together we are supporting farmers to identify and implement sustainable farming strategies in order to reduce risk, drive efficiencies and build resilience.

See who we are working in partnership with at leafuk.org/about-leaf/working-in-partnership

DiverIMPACTS Annual Meeting 2019, Sweden

Recent and ready Discovery Event at LEAF Demonstration Farm Buccleuch Estates

Resilient and ready Discovery Event at LEAF Demonstration Farm Buccleuch Estates

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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

Money Matters

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

Bayer
Cranes
Diana Midmer
Doris Field Charitable Trust
Dumbreck Charity
Germains Seed Technology
Hawthorn Trust
Henry Sale Foundation
Ken Massy (decased)
Mead & Eilginton Charitable Trust
Midlands Ltd
Oakdale Trust
Oglethorpe
Sir James Beckett Charity
The Almoners Committee of the Worshipful Company of Farmers
The Cumber Family Trust
The Elmore Turner Trust c/o Shakespeare Maritime
The Helen Jean Cope Charity
The Ian Asher Charitable Trust
The Middlewich Charitable Trust
The Ninewhite Charitable Trust
The Whitby Charity
The Wold Trust
The Worshipful Company of Farmers
The Whitley Animal Protection Trust
Vitacress
Thomas Farr Charity
The Canton-Furse Settlement

Our thanks also to our LEAF Education Patrons: Beeswax Dyson Farming Sainsbury’s
Strutt and Parker
and our Farmer Time Sponsors: Sandbury’s

Summary of income and expenditure for the year ended 31 March 2019

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<thead>
<tr>
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<th>2019</th>
<th>2018</th>
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<tr>
<td>Income and Expenditure</td>
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<tr>
<td>Incoming resources</td>
<td></td>
<td></td>
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<tr>
<td>Donations &amp; legacies</td>
<td>111,486</td>
<td>304,001</td>
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<tr>
<td>Other trading activities</td>
<td>129,461</td>
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| Resources expended       |          |          |
| Raising funds            | 92,449   | 97,994   |
| Charitable activities    | 1,446,555| 1,236,261|
| Total resources expended | 1,539,004| 1,334,261|

|                          | 2019     | 2018     |
| Net gains/(Losses) on investments | -157 | -38 |
| Net movement in funds for the year | -85,064 | 270,226 |
| Total Funds brought forward | 798,821  | 528,595  |
| Total Funds carried forward  | 713,757  | 798,821  |

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Who's who at LEAF

LEAF Advisory Board
Philip Wynne, Chairman
Mark Atkins, SEPA
Claire Blackledge, Environment Agency
Sarah Covolcock, ACC
Andy Curton, BBBC
Mark Else, NIAB EMR
Andrea Graham, National Farmers Union
Jill Hewitt, National Association of Agricultural Contractors
John Ibbett, Bedford Farming
Tim Isaac, AHDB
Glyn Jones, Food and Environment Research Agency
Jeremy Kersewell, Plumpton College
Vanessa King, Unilever
Sarah Mukherjee, Crop Protection Association
Calum Murray, Innovate UK
Sarah Palmer, National Federation of Young Farmers Clubs
Robert Pinches, Agricultural and Farm Contractors
David Pink, Harper Adams University and the Food Ethics Council
Julia Roberts, National Federation of Women’s Institute
Duncan Russell, National Association of Agricultural Contractors
Patrick Stephenson, ACC
Susie Emmett, Green Shoots Productions

Public Engagement and Education Committee
Gary Richardson, Chairman
Alison Capper, NFU, Horticulture & Potatoes Board
Andrew Wollis, Port Hill Farm
Annabel Shackleton, LEAF
Carl Edwards, LEAF
Caroline Drummond, LEAF
David Canty, Strutt & Parker
Des Lambert, Landex
Dona Asbole, Brookhill Park Performing Arts College
Edward Venmore, Foot Anstey
Hein Coox, Sir John Lawes School
Ian Digott, J W Digott & Son
Jane Cragie, Jane Cragie Marketing
Janet Hickenbottom, LEAF
Kathy Winrow, The Oxford Diocesan Schools Trust
J J Bosom, Overbury Enterprises
Tom Martin, G Martin & Sons Claire Bragg,
Frogmary Green Farm, LEAF Demonstration Farm
Peter Thompson, Game and Wildlife Conservation Trust
Sally Mercer, Mercor Farming Limited
Sophie Green, Yorkshire Agricultural Society
Susie Emmett, Green Shoots Productions

LEAF Open Farm Sunday Co-ordinators
Rebecca Davies, Scotland
Philip Corrigan, West Midlands
Andy Guy, East Midlands
Jo North, South East
Jeremy Padfield, South West
Jamie McCoy, Wales

LEAF Education Regional Education Consultants
Cairn Dunsire, East of England
Sam Wyman, North East
Bobbie Harvey, East Midlands
Carl Edwards, LEAF
Caroline Drummond, LEAF
Debbie Hicks, South West
Katy Dallas, North West
Brian Hannishworth, West Midlands
Jo Hatton, South East
Elizabeth Lake, Central

Looking Ahead to 2020

Never before has LEAF’s work been so critical in supporting change to deliver more sustainable farming practices, to address the political and climate volatility farmers and the industry face. We will be working with others to drive impact, performance and capability to ensure our industry is fit for purpose.

- Grow the LEAF Network of Demonstration Farms and Innovation Centres
- Build on our suite of technical management tools and services around IFM and in support of net carbon zero targets and future environmental payment schemes
- Reach out across the industry to deliver practical training in building business resilience through IFM
- Strengthen our partnerships with farmers and researchers in the EU and across the globe
- Extend the reach and impact of LEAF Marque certification both in the UK and across the globe
- Continue to work together with the UK’s leading retailers to help them deliver their sustainability objectives
- Further develop our LEAF Marque offer in the livestock sector
- Adapt and respond to input from our members and stakeholders to strengthen our M&E program
- Continue to build on our teenager engagement research program and highlight opportunities for future generations
- Increase the number of farmers and teachers involved in Farmer Time
- Help to grow deeper and richer connections with farming and food production through #FarmingFortnight, our National Food, Farming and Environment Competition and CEVAS.
- Reach out to more farmers to grow our LEAF Open Farm Sunday offer.