

# LEAF in 2013

*our impacts and achievements*



LINKING ENVIRONMENT AND FARMING  
*Integrated Farm Management*



## WHO WE ARE

LEAF (Linking Environment And Farming) – the leading organisation delivering 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

Work with us in 2014 towards more sustainable food and farming for all

**Join LEAF at [www.leafuk.org](http://www.leafuk.org)**



**LINKING ENVIRONMENT AND FARMING**  
*Integrated Farm Management*

# From the Chairman



At our recent, very successful President's Event, we made no apologies for discussing sustainable agriculture again. But critically on this occasion, we focused on the value that it brings, encapsulated by the title 'Show Me the Money'. We shouldn't be embarrassed about this. Agriculture has to show a return for the huge investment in capital employed, time and effort, to say nothing of the battle with the elements over the past two seasons.

Society is increasingly recognising that agriculture delivers more than simply putting food on the table, and sustainably too, as demonstrated by the growth of LEAF Marque. It provides a wide range of public services, and the challenge for us as farmers is how we provide these services whilst ensuring our own businesses thrive. An excellent paper given at the event by a director of Public Health England highlighted how engaging with the countryside and nature improves physical and mental health. How well that chimes with LEAF's and Sensory Trust's Let Nature Feed Your Senses project, which over the last four and a half years has had remarkable results under the able direction of James Taylor. The debate about farming's wider role is gathering pace and I hope that LEAF members will be at the forefront of it.

We have just finished putting together our strategy at LEAF for the next three years. It fundamentally identifies 'who we are' and 'what we do' as an organisation. It will help ensure that we maximise our operational outputs and efficiencies to achieve clearly defined and measurable outcomes. Importantly, it will serve to focus the LEAF team, and all of us, members and supporters of LEAF, to pursue our mission "To inspire and enable sustainable farming that is prosperous, enriches the environment and engages local communities".

We continue to invest in good people, and I would like to thank our capable and committed team for the work they have put into the new strategy, and for all that they have achieved over the past year.

Stephen Fell, MRICS FRAGS



LEAF really matters to our businesses. 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](http://www.frescagroup.co.uk)

 **MACK**

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# From the Chief Executive



With a refocused vision and strategy to take us up to 2016, it really feels like LEAF is making progress to turning our vision of a world that is farming, eating and living sustainably, into action.

Looking back on the last year, I'm very encouraged by what we have achieved. Our focus remains delivering sustainable food and farming effectively on the ground, through Integrated Farm Management. It provides an effective framework allowing farmers to address the need for productivity, innovation and technology. Our network of LEAF Demonstration Farms are key to this, providing a platform for effective knowledge generation and exchange alongside our LEAF Innovation Centres. They play a key role in demonstrating new management techniques and technologies, enabling best practice and know-how to be widely shared.

Providing opportunities for farmers and growers to access new markets, by demonstrating their environmental credentials, is the driving force behind LEAF Marque. We continue to see significant increases in the number of farmers adopting the LEAF Marque and are particularly encouraged with the growth in major household brands, looking to the LEAF Marque to support their own sustainability targets.

A major achievement this year was our acceptance as an associate member of the ISEAL Alliance – the global membership association for sustainability standards. What this means is that LEAF's sustainability credentials have been independently recognised and this will help drive forward continuous improvement in everything we do, helping us to question and improve our processes, governance, structure and transparency.

Our work, through Open Farm Sunday and the Let Nature Feed Your Senses project, to strengthen people's understanding of how their food is produced, where it comes from and its vital links with the countryside around them, continues to make a huge impact. As project funding draws to a close, we are confident that the legacy of the wonderful Let Nature Feed Your Senses project will live on for years to come.

We've had a busy year, but there is so much more to do. A big thank you, to you, our members, supporters, sponsors, LEAF Demonstration Farmers and Innovation Centre representatives and those who guide us on our various management committees. Our mission to inspire and enable sustainable farming that is prosperous, enriches the environment and engages local communities will be driving our work for the coming years and we look forward to working together with you towards this common goal.

**Caroline Drummond, MBE**



# The year at a glance

## Spring 2013

Providing farmers with practical resources to help them farm more sustainably is a key part of what LEAF does. Early in 2013, we launched our 'Simply Sustainable Water' booklet setting out six simple steps to help farmers manage their water more sustainably. We also made huge strides in beginning to measure the impact of our work, set out in 'LEAF – Driving Sustainability' – which we launched at the International Food and Drink Event in March. It really helped lay the foundations for developing more robust systems to show our progress towards delivering sustainable farming practices.

Engaging the public in sustainable farming and food lies at the heart of Open Farm Sunday. We were pleased to have exhibited at the Oxford Farming Conference, to promote Open Farm Sunday, where HRH, Princess Anne paid us a visit and gave her support. We also held a number of information events for Open Farm Sunday host farmers, providing help and advice on putting on inspiring farm visits.

## Summer 2013

This year's Open Farm Sunday broke all the records! A massive 200,000 people visited a farm – a 25% increase on last year and more farmers opening up than ever before. New for this year was Open Farm School Days – a fortnight for schools to visit a farm and learn about where and how their food is produced. It was a huge success with some 30 farms welcoming over 3,000 pupils.

Two key highlights during the summer were Waitrose's announcement to source LEAF Marque certified commodity crop ingredients and our acceptance as an associate member of the ISEAL Alliance, providing independent recognition of our commitment to delivering more sustainably produced food.

We also saw the further development of our Simply Sustainable Soils booklet, with Alice Midmer joining the LEAF Team to develop a set of 'reference farms' looking at how various factors can effect soil and what farmers can do to improve their soil.

Once again, we brought together a number of our LEAF Demonstration Farmers at a two day event in Nottinghamshire and also exhibited at the Cereals event in June.



This year's Open Farm Sunday broke all the records!



HRH Princess Anne visits LEAF at the Oxford Farming Conference



Alice Midmer joins the LEAF team



# The year at a glance

## Autumn 2013

As LEAF Marque celebrated its 10th Anniversary, we announced that all fresh pork supplied to Marks and Spencer's was LEAF Marque certified. We also responded to the Government's Agri Tech strategy, setting out our support and putting forward the case for a more 'joined up' approach to science, policy and practice. In addition, we responded to the new CAP reform announcements, calling for LEAF members' green credentials to be recognised.

Part of supporting farmers to adopt more sustainable farming is providing our members with information on key issues affecting sustainable farming across the globe. During World Water Week at the beginning of September, we developed a dedicated page on our website offering quick links to resources, videos, and key water statistics.

LEAF Chief Executive, Caroline Drummond was also awarded an Honorary Doctorate from Harper Adams University in recognition of her work to combine modern farming with conservation and in engaging the public in farming matters.

## Winter 2013

Britain's largest arable farm, Elveden Farms joined LEAF's Demonstration Farm network. Elveden, together with our other Demonstration Farms, are pivotal in encouraging other farmers to adopt more sustainable farming practices. Likewise, providing training opportunities for farmers in sustainable farming practices is vital to the future resilience of the industry. We were pleased to launch our new BASIS LEAF IFM course and host a two day event for all our LEAF Demonstration Farmers in Ayrshire.

'Show me the money', was the theme of this year's President's Event. Over a hundred and fifty delegates from across the food and farming sector came together to explore ways in which farmers can make the most of their assets. The social benefits of farming were further highlighted at the event and picked up again at the Let Nature Feed Your Senses Conference in November.





Caroline Drummond receives an Honorary Doctorate from Harper Adams University



Elveden Farms joins the LEAF Demonstration Farm network



LEAF Demonstration Farmer winter event, Ayrshire



LEAF's President's Event explores the economics of sustainable farming



The social benefits of farming are addressed at the Let Nature Feed Your Senses conference



# A WORLD OF SUSTAINABILITY

As one of the UK's leading growers and suppliers of fresh vegetables, Produce World Group is committed to sustainable farming and is a long-time supporter of LEAF. Indeed, we were responsible for running one of the first ever LEAF demonstration farms.

Formed in 1898 and still a family run business, we continue to champion best practice, invest in innovation and research, and work to build resilience in the farm systems we are reliant on. It is the combination of these initiatives that allows us to work with our customers and suppliers to deliver against the challenge of sustainable intensification.



**PRODUCE** WORLD  
GROUP

[www.produceworld.co.uk](http://www.produceworld.co.uk)



# A Year in Numbers



4 technical videos helping farmers see best practice in action



39 countries across the world with farms producing to the LEAF Marque standard



3,000 school children visiting farms as part of Open Farm School Days pilot



14,100 people connecting with food farming and nature through the Let Nature Feed Your Senses project



150 people exploring the economics of sustainable farming at this year's President's Event



350,000 hectares of land certified to LEAF Marque standards



100 people looking at how to measure the impact of sensory rich visits at this year's Let Nature Feed Your Senses conference



3 technical events – looking at precision farming, soil management, rainwater harvesting and biobeds



200,000 visitors to Open Farm Sunday 2013 and 365 farms opening up; 17% of visitors had never been to a farm before



# Facilitating knowledge generation and exchange

...through our network of LEAF Demonstration Farms and LEAF Innovation Centres, farm business management tools and events

We have strengthened our network of LEAF Demonstration Farms and LEAF Innovation Centres and have run a number of technical events. As part of our partnership with both Catchment Sensitive Farming and Tried and Tested, we have focused on communicating particular aspects of IFM including soil management, biobeds and precision farming. Together we have been hugely successful in demonstrating the practicalities of specific sustainable farming techniques. Added to this, we launched the new BASIS LEAF IFM course, providing farmers and advisers with the skills to adopt more sustainable farming practices.

“We need to undertake the care and husbandry of water that this precious resource deserves. ASDA sees ‘Simply Sustainable Water’ as a significant assistance to meet this challenge”

Chris Brown, Head of Sustainable Sourcing, ASDA

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Early in 2013, we launched our Simply Sustainable Water booklet, developed in partnership with Asda and Molson Coors Brewing Company – highlighting six simple steps to better water management. We are also following up Simply Sustainable Soils – establishing a set of ‘reference farms’ to assess what makes up a ‘good’ soil and why, as well as developing a number of case studies to illustrate the practices that have made a difference.

It is essential that we measure our impact. Our report, ‘LEAF – Driving Sustainability’, set out to show just this. Drawing on LEAF Audit and LEAF Marque returns, membership surveys and statistics from Open Farm Sunday, the report is a significant starting point and one we are determined to build on.

Key achievements in 2013:

- Launch of Simply Sustainable Water – a simple guide to sustainable water management
- ‘LEAF – Driving Sustainability’ – measuring the impact of our work
- 3 technical events and 4 technical videos helping farmers see best practice in action
- Launch of a new LEAF Demonstration Farm – Elveden Farms
- Launch of the new BASIS LEAF IFM course



Good soil management is the building block of IFM



Farmers sharing best practice at a LEAF Technical Event



Developing management tools to help farmers adopt IFM

Providing opportunities for farmers to see IFM in practice







**Proudly supporting LEAF**

## Who are MAUK?

- **7th largest** agrochemical company in the world
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- **5 synthesis plants**
- **14 formulation plants** around the world
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- **1,400 different formulations**



**“What’s good for the farmer  
is good for the world”**

**Assaf Dotan**, Head of Global Crop Management,  
MA Industries

Use plant protection products safely. Always read the label and product information before use. For further product information including warning phrases and symbols refer to: Makhteshim-Agan (UK) Ltd Unit 15 Thatcham Business Village Colthrop Way Thatcham Berkshire RG19 4LW. [www.mauk.co.uk](http://www.mauk.co.uk)

**Technical Helpline  
01635 876622**



# A lifelong love of nature through food, farming and nature

Since 2009, the Let Nature Feed Your Senses Project has been inspiring people of all ages and abilities through sensory farm visits. Although the project will officially come to an end in January, it leaves behind a legacy that will live on for years to come.

In 2009, LEAF and the Sensory Trust were awarded funding for a new project which aimed to provide people who are often unable to access the countryside because of age of disability with sensory engaging farm visits.

Four years on and the project's funding is coming to an end. Whilst we would love to continue the fantastic and well respected work of the project, we are confident that the real heroes of the project, the farmers who have taken part, will continue to work with new community groups to inspire a life-long love of nature for years to come.



For much of 2013, the project team, both at LEAF and the Sensory Trust, have focused on the sustainability of the project. 'Action Research' with eight farmers has developed inclusive research tools for visiting groups. Training for host farmers has been a priority throughout the project and this has continued. We've also created a series of case studies, designed to give examples of how some hosts are sustaining their visits without project funding. All of this work came together in the project conference this year, which featured moving stories and talks from visit hosts as well as sharing some of our findings from our year of research into the sustainability of farm visits.

We're incredibly grateful for the support we've received from our funders (in particular Natural England and the National Lottery) and we look forward to reporting on the good work that the project will leave behind. Watch this space!

[www.letnaturefeedyoursenses.org](http://www.letnaturefeedyoursenses.org)

# Developing market opportunities

## ...through the LEAF Marque standard – an assurance system recognising more sustainably farmed products

The LEAF Marque celebrated its 10th Anniversary this year. During this time, it has grown to become one of the leading assurance systems recognising more sustainably farmed products. It now operates in some 39 countries across the globe, representing over 350,000 hectares of land certified to the LEAF Marque standard. In the UK, some 25% of horticulture is LEAF Marque certified. We have established strong links across the whole food chain, with retailers, catering companies, processors, wholesalers and growing groups and work with many leading food brands including Unilever, Florette, Waitrose and Sodexo.

A key highlight this year was our acceptance as an associate member of the ISEAL Alliance – the global membership association for sustainability standards. Achieving ISEAL membership is a considerable accomplishment for LEAF and we are delighted to be included with ISEAL members of such high credibility. This is largely due to their compliance with ISEAL's Codes of Good Practice and because they have credible systems in place that are essential for delivering social, environmental and economic impact.

Demonstrating our transparency and credibility remains our core focus. Throughout the year, we have been developing a robust Chain of Custody system enabling products containing LEAF Marque certified ingredients to be tracked right back to the farm gate. We hope this will be fully functional by spring 2014.

We continue to build on our partnership with Unilever who are sourcing LEAF Marque certified oilseed rape as part of their Sustainable Living Plan.

The LEAF Marque has also been recognised in the Food for Life Catering Mark which is working to improve children's whole experience of food – from what they eat, learning where it comes from, how its produced, and how to grow it and cook it themselves. It is also a great opportunity to link in with Open Farm School Days. The LEAF Marque is also a key attribute for the Sustainable Restaurant Association (SRA) sourcing policy for restaurants.

### Key achievements in 2013

- LEAF Marque celebrates its 10th Anniversary
- Acceptance as an associate member of the ISEAL Alliance
- Waitrose announce their commitment to sourcing LEAF Marque certified commodity crops
- All fresh pork sold in M&S is LEAF Marque certified



Proud to be working with the Food for Life initiative to improve children's whole experience of food



Strengthening our credentials through the ISEAL Alliance



39 countries across the globe producing food to LEAF Marque standards



# Thank you...





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# Thank you...

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**Waitrose**







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The co-operative farms



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

# Engaging the public in sustainable food and farming

...through Open Farm Sunday, the Let Nature Feed Your Senses project and educational materials

Engaging people in farming and food can have a huge impact on their health and the health of our planet. Throughout the year, our nationwide network of LEAF Demonstration Farms have hosted hundreds of visits for people from all walks of life, interested in learning more about how their food is produced.

“One of the inspirational things you’re already doing is Let Nature Feed Your Senses, a fantastic project ... the outcomes are astonishing”

Gregor Henderson, Director of Mental Health and Wellbeing, Public Health England

Open Farm Sunday, now in its eighth year, continues to inspire the whole industry – a day for the public to discover the story behind their food and the vital role farmers have in caring for the countryside. This year’s Open Farm Sunday broke all records with a massive 200,000 visiting farms so to date, over one million people have attended an Open Farm Sunday event since it began in 2006. We also piloted Open Farm School Days on 30 farms welcoming over 3, 000 pupils. We plan to roll it out further in 2014.

Providing opportunities for everyone – regardless of age, social background or ability - to experience food, farming and nature first hand, is the core aim of the Let Nature Feed Your Senses project, run in partnership with the Sensory Trust. Over the last four and a half years, it has enabled some 14,100 people to connect with food, farming and nature, many of whom were previously deprived of the opportunity to get out into the countryside. Our focus this year has been on measuring the impact of the project through the development of inclusive evaluation tools and researching ways to ensure sensory farm visits continue when Access to Nature programme funding comes to an end in January 2014.

Key achievements this year:

- 200,000 visitors to Open Farm Sunday – a 25% increase on last year!
- Over one million people have attended an Open Farm Sunday event since it began in 2006
- Over 3,000 school children visiting a farm through Open Farm School Days
- 14,100 people taking part in transforming, sensory rich farm visits thanks to the Let Nature Feed Your Senses project



Over 14, 000 people learning about food, farming and nature, through the Let Nature Feed Your Senses project



A record breaking Open Farm Sunday 2013



Open Farm School Days welcome 3,000 school children onto farms



Open Farm Sunday 2013 sees a massive 200, 000 visitors and 365 farms opening their gates



# Making connections

...through working with farmers, the food industry, scientists and consumers to inspire and enable more sustainable farming

Partnerships are crucial to LEAF's work in delivering our shared vision of a world that is farming, eating and living sustainably. Our uniqueness lies in our ability to bring together farmers, the food industry, scientists and consumers to achieve common goals. Together we have a stronger voice.

These partnerships are varied and hugely important to us. They include working with and supporting a number of UK industry initiatives, including the Campaign for the Farmed Environment, Tried and Tested, the Voluntary Initiative, Greenhouse Gas Action Plan and the Catchment Sensitive Farming Advisory Group. We are also pleased to be part of the recently formed FWAG Alliance together with GWCT. Whilst all have their own unique aims and objectives, what unites them all is their dedication and commitment to the advancement of more sustainable farming practices.

Our work in encouraging the uptake of sustainable farming across Europe continues through our involvement in EISA (the European Initiative for Sustainable Development in Agriculture). LEAF Board member, Patrick Wrixon became President of the group early in 2013. He has spoken at a number of conferences and meetings during the year, highlighting the economic, environmental and social benefits of Integrated Farming.

LEAF has members and supporters across the globe. LEAF Chief Executive, Caroline Drummond has met with some of them and forged new partnerships, as part of her Frank Arden Nuffield Scholarship looking at 'How farming can learn from science to optimise the nutritional value of food produced.' She has travelled through Asia, Europe and America to explore new ideas, learn from others and spread the sustainability message.

Key achievements this year:

- Ongoing involvement in a number of UK industry initiatives
- Strengthening partnerships throughout Europe as part of our work with EISA
- Close engagement with policy makers and leading thinkers right across the food and farming industry



Open Farm Sunday – right at the heart of Government policy



LEAF works to inspire and enable sustainable farming



Making connections across the food and farming industry





# Simplify your fertilizer decisions with Yara



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and integrated farming

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[www.yara.co.uk](http://www.yara.co.uk)



Knowledge grows



# Money Matters

Summary of income and expenditure for the year ended 31 March 2013

Income and Expenditure	2013	2012
<b>Incoming resources</b>		
Voluntary income	4, 846	1, 242
Income of trading subsidiary	90, 944	75, 531
Investment income	402	104
	<b>96, 192</b>	<b>76, 877</b>
Incoming resources from charitable activities	812, 874	937, 706
<b>Total incoming resources</b>	<b>909, 066</b>	<b>1, 014, 538</b>

<b>Resources expended</b>		
Cost of generating funds	53, 986	50, 243
Charitable activities	881, 155	877, 628
Governance costs	8, 074	10, 907
<b>Total resources expended</b>	<b>943, 215</b>	<b>938, 778</b>

<b>Net incoming/(outgoing) resources before gains</b>	<b>(34, 149)</b>	<b>75, 805</b>
Gains/(Loss) on investment assets	117	(101)
Net movement in funds for the year	(34, 032)	75, 704
Fund balances brought forward	346, 295	270, 591

<b>Fund balances carried forward</b>	<b>312, 263</b>	<b>346, 295</b>
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YOUR **M&S**  
**FARMING  
FOR THE  
FUTURE**

M&S is proud  
to support the  
principles of LEAF  
as part of our wider  
activity around  
sustainable farming.

To find out more about the  
M&S Farming for the Future  
Programme visit:

[http://producerexchange.  
marksandspencer.com](http://producerexchange.marksandspencer.com)



## Trustees' Statement

The summarised financial statements have been agreed by our auditors, Chantrey Vellacott DFK LLP, as being consistent with the full financial statements for the year ended 31 March 2013. These were prepared in accordance with the Statement of Recommended Practice "Accounting and Reporting by Charities" 2005 and received an unqualified audit opinion.

These summarised financial statements are not the full statutory financial statements and therefore may not contain sufficient information to enable a full understanding of the financial affairs of Linking Environment And Farming. For further information, the full Trustees' Annual Report and Accounts, and the Independent Auditor's report should be consulted. Copies of these can be obtained from the registered office. The full financial statements were approved by the Board of Trustees on 11 October 2013 and have been submitted to the Charity Commission and Companies House.

The auditor has issued unqualified reports on the full annual financial statements and on the consistency of the trustees' report with those financial statements. Their report on the full annual financial statements contained no statement under sections 498(2)(a), 498(2)(b) or 498(3) of the Companies Act 2006.

## Independent Auditor's Statement to the Members of Linking Environment And Farming

We have examined the summary financial statements of Linking Environment and Farming for the year ended 31 March 2013, which comprises the summary of income and expenditure. This report is made solely to the Charities' members, as a body, in accordance with sections 495 and 496 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charity's members those matters we are required to state to them in an auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charity and the charity's members as a body, for our audit work, for this report, or for the opinions we have formed.

## Respective responsibilities of trustees and auditors

The trustees are responsible for preparing the summarised annual report in accordance with applicable United Kingdom law. Our responsibility is to report to you our opinion on the consistency of the summary financial statement within the summarised annual report with the full annual financial statements, the Trustees' Report, and its compliance with the relevant requirements of section 427 of the Companies Act 2006 and the regulations made thereunder.

## Basis of audit opinion

We conducted our work in accordance with Bulletin 2008/3 'The auditor's statement on the summary financial statement' issued by the Auditing Practices Board. Our report on the charity's full annual financial statements describes the basis of our audit opinion on those financial statements.

## Opinion

In our opinion the summary financial statement is consistent with the full annual financial statements of Linking Environment and Farming for the year ended 31 March 2013 and complies with the applicable requirements of section 427 of the Companies Act 2006, and the regulations made thereunder. We have not considered the effects of any events between the date on which we signed our report on the full annual financial statements (11 October 2013) and the date of this statement.

CHANTREY VELLACOTT DFK LLP  
Chartered Accountants  
William Devitt

BIRMINGHAM

30th November 2013





# SUSTAINABLE GROWTH

Unilever is proud to work with LEAF as a partner to help us meet our goal of sourcing 100% of our raw materials sustainably by 2020.

For more information visit [www.unilever.com/sustainable-living/](http://www.unilever.com/sustainable-living/)

# The LEAF Marque

The LEAF Marque is an assurance system recognising more sustainably farmed products. It is based on LEAF's Integrated Farm Management (IFM) principles. All LEAF Marque certified farms are independently inspected.

LEAF Marque certified farms can be found in 39 countries across the globe.

All farms certified to the LEAF Marque standard care for the environment by:

- Using crop rotations to keep the soil in good health
- Carefully managing their hedgerows to provide a variety of habitats and food sources for wildlife
- Using pesticides and fertilisers only when absolutely necessary
- Leaving a strip of land between hedgerows and crops to act as habitat for wildlife
- Recycling on-farm waste and conserving energy
- Improving water efficiency and quality
- Assessing the environmental impact of their farming practices
- Continually improving their farming practices and the environment

All produce from LEAF Marque certified farms has been farmed with care for the future of our environment, wildlife, countryside, food and animals.

Make 2014 a LEAF Marque year, become certified or source more sustainably with the LEAF Marque.  
[www.leafmarque.com](http://www.leafmarque.com)



# Open Farm Sunday 2014

Open Farm Sunday is the farming industry's annual open day.

Open Farm Sunday is the single, most effective and supported day in the farming calendar. A day for the industry to 'open their gates' and welcome consumers onto farms to discover the story behind their food and the vital role farmers have in caring for the countryside.

Managed by LEAF with support from leading food and farming organisations, hundreds of farmers welcome thousands of consumers out onto farms for an informative and memorable day, building public trust and understanding in food and farming. Register your event at [www.farmsunday.org](http://www.farmsunday.org)



[www.farmsunday.org](http://www.farmsunday.org)

Get involved...

- Open your farm
- Help at a neighbouring farmers event
- Encourage other farmers to open
- Sponsor Open Farm Sunday

## Open Farm School Days

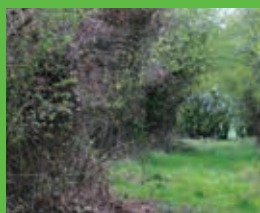
Open Farm School Days are extending the reach and impact of Open Farm Sunday by actively engaging school children out on farm, in order to gain a better understanding of where their food comes from and the vital role farmers have in caring for the countryside. 2013 saw the pilot of Open Farm School Days with more than 3,000 children visiting a farm. We look forward to continuing the initiative in 2014.





# We're committed to farming's future

Proud to work with  
**LEAF** to make  
British Farming  
more sustainable



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[www.bayercropscience.co.uk](http://www.bayercropscience.co.uk)



Bayer CropScience

# 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 HEAD OFFICE STAFF

### Caroline Drummond, Chief Executive

Jeremy Boxall, Commercial Manager  
Carol Cartwright, Let Nature Feed Your Senses Network Coordinator  
Anthony Goggin, Technical Manager  
Val Goldstraw, Membership Secretary  
Justine Hards, Publications Assistant  
Tom Hills, Marketing and Communications  
Steve Jones, Operations Manager  
Hayley Lovegrove, General Secretary  
Alice Midmer, Projects Coordinator  
Kathryn Mitchell, IFM Development Coordinator  
Annabel Shackleton, Events Manager  
James Taylor, Let Nature Feed Your Senses Project Coordinator

## LEAF BOARD

### Stephen Fell, Chairman

Stuart Beer, Independent  
Benjamin Browning, Treasurer  
Andrew Burgess, Produce World  
Rosie Carne, Yara UK Limited  
James Johnson, Company Secretary  
Robert Kynaston, Vice Chairman  
Matthew Naylor, Naylor Flowers  
Cedric Porter, Supply Intelligence  
David Roberts, SRUC  
Tony Worth, A H Worth & Sons  
Patrick Wrixon, LEAF Member

## REGIONAL LEAF CHAIRMEN

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

## LEAF INNOVATION CENTRES

Bayer CropScience, Cambridgeshire  
Harper Adams University College, Shropshire  
James Hutton Institute, Scotland  
Kemerton Conservation Trust, Worcestershire  
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Sodexo's sustainability strategy to 2020, the Better Tomorrow Plan, consolidates our corporate citizenship efforts across the world. It is built around three pillars: 'We Are' — which embraces our mission, values and ethical principles, 'We Do' — which sets out our commitments to action on sustainability challenges, and 'We Engage' — which recognises the dialogue required to translate commitments into action.

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