LEAF in 2016
Delivering more sustainable food and farming
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

Join LEAF at www.leafuk.org
Sitting down to write my President’s report, as torrential rain soaks the countryside, I am reminded of the way LEAF has developed over these past ten years. The LEAF brand is prominent on a wider range of produce and the Integrated Farm Management system of farming accepted as the best way forward for producing healthy, quality food whilst caring for the earth’s natural resources.

It has been a great honour to work with Caroline and the team, with Board members, with farmers, sponsors and many others whose commitment and enthusiasm is infectious. I thank and congratulate you all. A big thank you also to LEAF’s network of Demonstration Farmers and Innovation Centres, to the many taking part in Open Farm Sunday and to those who host educational visits to their farms. LEAF has an important message to convey and you make it happen.

The House of Lords sub-committee D published their report ‘Responding to price volatility; creating a more resilient agricultural sector’ back in May 2016. They identified two key challenges, that of price volatility and business uncertainty; this before the June election results! They also highlighted the importance of science, technology and innovation along with the sharing of such information. LEAF has shown the benefits of working together and I am confident that it will continue to do so for many years to come.

I am delighted that Her Royal Highness The Countess of Wessex has agreed to become LEAF’s Honorary President. She has a wide knowledge of farming matters and has been a great supporter of farming organisations over the years. I know that Her Royal Highness will be a great ambassador for LEAF and I wish you all every success for the future.

Baroness Hazel Byford DBE DL
G’s is one of Europe’s leading fresh produce companies, growing and processing the finest quality salads and vegetables.

Founded in 1952 in the East Anglia region of the UK, G’s now farm over 12,500 hectares across the UK and Europe.

G’s is fully vertically integrated from seed to shelf – plant raising, farming, further processing, and packing, sales and marketing.

Visit www.gs-fresh.com
From the Chairman

I don’t think we will forget the year of LEAF’s 25th anniversary in a hurry. Tumultuous political events both here and the other side of the Atlantic and upheaval in the rest of Europe, could, to the pessimist mean an uncertain and daunting future for our industry. However, at LEAF we are inherently optimistic as we look for ever more effective ways of linking environment and farming.

The Brexit vote provides us with an excellent opportunity to explain to government what role we can play in developing and implementing a new UK Food, Farming and Environment Policy. I believe there is a very positive future without current support systems, that we have the tools in our boxes to become more efficient and that we must work harder to find profitable outlets for our products in the market place. In LEAF’s 25th year, the messages and lessons of LEAF’s Integrated Farm Management could not be more pertinent.

The LEAF team are working hard to raise the profile of LEAF Marque and to convince leading processors and retailers of the long-term benefits of sourcing safe, nutritious food from farmers who really care for the environment.

Furthermore, keeping the public on our side by raising awareness of what we do and why we do it is essential as we build market confidence in our products. Open Farm Sunday continues to grow and I would like to extend great thanks to all those who unstintingly give time and resource to this most important of farming PR exercises.

LEAF has achieved a great deal in the last 25 years, but our attention is now on the next 25 years of sustainable agriculture. It is going to be an exciting and challenging journey and I feel confident that our progressive LEAF farmers will be leading the way. My thanks go to Caroline Drummond and all the LEAF team and our Board members whose time and professional advice is greatly appreciated. Baroness Byford has given much wise council and support over her period as President, and we thank her for being a true friend of LEAF. A new chapter opens as we welcome Her Royal Highness The Countess of Wessex as our new Honorary President. I am sure she will be an active and interested President in the years to come.

Stephen Fell, MRICS FRAgS
Farming for the Future

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.
2016 has been an immensely significant year for LEAF. As I reflect on the development of the organisation over the last twenty five years, I am immensely proud, humbled and extremely grateful for all the support we have received from those that have shaped the organisation we are today. We have steered through many changes and challenges with a keen focus on the delivery of more sustainable agriculture through Integrated Farm Management. The strength of our LEAF Board under the far sighted direction of our Chairman, Stephen Fell, ensures we have our eyes firmly focused on the potential of IFM to address many of the world’s sustainability challenges.

Our LEAF Network of Demonstration Farms and Innovation Centres offer a beacon of light and hope as the industry faces political, climatic and economic uncertainties. I am hugely grateful for all they do to champion the development of IFM. I firmly believe LEAF members are extremely well placed to support and develop a more resilient industry.

Our enthusiastic and committed team at LEAF HQ are the backbone to making things happen. I would like to give special thanks to Justine Hards and Val Goldstraw, our two longest serving members of staff for their hard work and dedication. The LEAF team inspire me every day and I thank each and every one of them. Twenty five years ago, we set out our vision to encourage more sustainable farming through the uptake of Integrated Farm Management and to build better knowledge, understanding and trust amongst the general public. We have a lot to be proud of with the successes of LEAF Marque, Open Farm Sunday, the LEAF Network and our innovative management tools. But there is so much more to do.

This year we have developed our new five-year strategy. It is bold and visionary and I look forward to working with many organisations across food, farming and health sectors to drive forward a new approach to delivering more sustainable agriculture under the theme of Healthy Food And Farming Fit For The Future

These are exciting times, and with your support we can continue to make positive change in our food and farming systems. My thanks to you all.

Caroline Drummond, MBE
The year at a glance

Spring 2016

The beginning of 2016 heralded the start of LEAF’s 25th anniversary. The year got off to a running start with some of the LEAF team taking part in a sponsored run. A fitting way to mark the theme of our anniversary year – ‘delivering healthy food and farming fit for the future’.

We were delighted to attend Fruit Logistica in Berlin early in the year, which provided a great opportunity to meet with many of our LEAF Marque certified fruit growers and learn about the latest innovations, products and services in the fruit industry. With some 33% of UK fruit and vegetables being produced on LEAF Marque certified businesses, it offered superb networking opportunities with both global players as well as small and medium sized companies from all over the world.

As part of LEAF’s growth strategy, we were pleased to welcome two new faces to the LEAF team. Quentin Clark as Director Business Collaboration to grow our membership services, develop joint areas of collaboration and build sponsorship opportunities and Jenny Clark as Technical Assistant.

Summer 2016

We were delighted to hold two inaugural events this summer - the LEAF Marque Summit, exploring sustainability in the food supply chain and our first IFM conference looking at the development and future potential of IFM. Both were hugely successful events which we will be running again in 2017.

Our knowledge exchange activities were further enhanced as we welcomed Bangor University as our ninth Innovation Centre. The research being carried out at Henfaes Research Centre brings a wealth of expertise on the role of IFM in upland and lowland livestock systems.

This year’s Open Farm Sunday was another huge success. For the second year running, more than a quarter of a million people visited farms to learn more about farming and what it delivers. 382 farmers hosted events this year, supported by 9,000 helpers – a huge thank you to everyone who got involved.

We were pleased to attend Cereals again this year where we launched our new five-year strategy, which builds on our core objectives and sets out ambitious plans to position ourselves as the ‘go-to’ organisation for the delivery of more sustainable food and farming.
LEAF’s 25th anniversary got up and running with a sponsored 5 kilometre run

LEAF announces its strategic direction for 2016-2021 at Cereals

Exploring sustainability in the food supply chain at our first LEAF Marque Summit
Collaborative working has always been core to how LEAF works. This autumn saw the launch of the Jordans Farm Partnership – an exciting new collaboration between LEAF, The Wildlife Trusts, Jordans and The Prince’s Countryside Fund to promote sustainable farming.

Building better public engagement with food and farming was explored at our first Public Engagement conference which was an important step forward in highlighting best practice examples and the need for smarter collaborative partnerships right across the industry.

‘Tour de LEAF’ was another highlight of the year which saw a group of cyclists cover 134 kilometre on a two-day sponsored cycle ride in the East of England, stopping at LEAF member’s farms along the way. Thank you to everyone who took part.

The LEAF Marque standard lies at the heart of delivering more sustainable food and farming. We were delighted to launch a fresh new look for the latest version following wide consultation and feedback.

The culmination of our landmark 25th year was our anniversary dinner and auction. It was wonderful to share such a special evening with many of our friends and supporters who were key to shaping LEAF during its formative years.

We were delighted to announce the appointment of Her Royal Highness The Countess of Wessex as LEAF’s Honorary President who takes over from Baroness Byford. The Countess will bring new ideas, especially in our public engagement work in helping to build better understanding of food, farming and healthy lifestyles.

The fast developing Natural Capital agenda was the subject of our annual conference. Over a hundred delegates attended the event which explored the emerging opportunities and challenges for farming in this area.

We further strengthened our technical outreach activities with a series of LEAF member discussion groups held in the East Midlands to promote knowledge sharing and discussion around Integrated Farm Management.
LEAF’s Annual Conference 2016 debates the value of Natural Capital

LEAF’s Public Engagement Conference calls for smarter collaborative partnerships

The Jordans Farm Partnership creates a unique model to deliver sustainable farming

HRH The Countess of Wessex, LEAF’s new Honorary President

LEAF’s Annual Conference 2016 debates the value of Natural Capital
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
A Year in Numbers

342,556 hectares of crop on LEAF Marque certified businesses across the world.

37 countries across the globe with farms producing to LEAF Marque Standards.

33% of UK fruit and vegetables being grown by LEAF members.

382 farms opened their gates for this year’s Open Farm Sunday – a huge thank you to all of them.

261,000 people discover the world of farming on Open Farm Sunday 2016.

9,000 family, friends and supporters give up their time to help Open Farm Sunday host farmers.

38 LEAF Demonstration Farms showing sustainable farming in action.

Bangor University becomes our ninth Innovation Centre providing expertise in upland and lowland livestock systems.

1,500 farmers visit LEAF Demonstration Farms every year to see IFM in practice.
Facilitating knowledge generation and exchange

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

Equipping farmers with the latest skills and know-how to address current challenges through Integrated Farm Management is at the core of LEAF’s technical activities. We continue to develop our membership tools and services, grow our outreach activities and forge new collaborations.

A highlight of the year was our first IFM Conference where we heard from LEAF Demonstration Farmers and representatives from our Innovation Centres about the role of IFM in addressing future challenges.

The LEAF Network of Demonstration Farms and Innovation Centres plays a key role in our knowledge exchange activities and we were delighted to launch Bangor University as our ninth Innovation Centre. We also held an IFM Technical Day in partnership with the James Hutton Institute, one of our LEAF Innovation Centres, which showcased their research projects into cover crops, precision farming, eco-engineering and much more.

Our involvement in the Sustainable Intensification Platform (SIP) provides our members with vital information on the opportunities associated with sustainable intensification. The five SIP study farms hosted forty nine technical events over the past year for farmers and industry members, all hugely inspiring events helping to put research into practice.

Our on-line management tool, the LEAF Sustainable Farming Review, continued to be positively received by our members in 2016 as a way to step back and review their farming practices. Improvements for 2016 included new practices and guidance, some additional questions and a benchmarking facility to encourage continuous improvement.

Key achievements in 2016

- Our first IFM conference exploring the development and future potential of IFM
- Launch of Bangor University as our ninth LEAF Innovation Centre providing research expertise on the role of IFM in upland lowland livestock systems
- Programme of discussion groups held in the East Midlands to promote knowledge sharing and discussion amongst LEAF members
- Technical events held on SIP study farms providing insights into sustainable intensification and its practical application across a range of farming sectors and systems
- Regular updating of the LEAF Information Centre - our one-stop shop for LEAF members providing information and guidance on IFM.
SIP study farms play a vital role in demonstrating sustainable intensification in practice

Ongoing development of the LEAF Sustainable Farming Review in 2016

Bangor University becomes LEAF’s ninth Innovation Centre

Our first IFM conference explores the development of IFM and its role in addressing future challenges
Developing market opportunities

... through LEAF Marque - our environmental assurance system recognising sustainably farmed products

It has been another year of significant growth in the number of LEAF Marque certified businesses across the globe. LEAF Marque currently operates in 37 countries worldwide representing 342,556 hectares of crop. In the UK, an impressive 33% of the total fruit and vegetable crop area is grown to the LEAF Marque Standard. These and other results were showcased at our inaugural LEAF Marque Summit in March, which brought together some of the industry’s finest thinkers to debate the demonstration of more sustainable farming in the food supply chain.

The delivery of more sustainable food and farming is underpinned by robust standards. We work hard to ensure the LEAF Marque Standard is continually updated to respond to our members needs and wider industry developments. Following a wide consultation process and in line with ISEAL’s credibility principles, we refreshed its design and layout and changed a number of control points. The latest version offers greater clarity on the requirements for meeting the LEAF Marque Standard and has been very positively received.

We continue to develop new partnerships to drive forward more sustainable farming through LEAF Marque certification. Our work with the Jordans Farm Partnership and our involvement with Marks and Spencer as part of the Plan A objectives, has been key to making change happen.

Key achievements in 2016

- Our fourth global impacts report shows a significant growth in the amount of land across the globe growing to LEAF Marque Standards
- Our inaugural LEAF Marque Summit brings together key players from across the food and farming industry to debate the development and delivery of more sustainable food chains
- Continual development of the LEAF Marque Standard to ensure it remains transparent and robust
- Ongoing involvement as a full member of ISEAL, helping to provide independent, transparent verification of the LEAF Marque Standard
- Collaborative working with Jordans and Marks and Spencer to drive forward greater consumer commitment and demand for sustainably produced food
- LEAF Marque benchmarked to Gold Level against the SAI Platform Farmer Self Assessment with appropriate baseline systems.
Our fourth global impacts report shows a significant growth in the amount of land across the globe growing to LEAF Marque Standards.

Development of the LEAF Marque Standard continues throughout 2016.

Ongoing involvement as a full member of ISEAL helps drive forward sustainability standards.
Thank you...
Thank you...
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 LEAF Open Farm Sunday, Open Farm School Days, the LEAF Network, resources and training

We are committed to driving forward a visionary approach to build public trust and understanding in farming and all that it delivers. In this, our 25th anniversary year, we held our first Public Engagement conference, supported by Sainsburys. Over a hundred delegates attended the event which explored how the industry can work together to make a step change in public engagement with food and farming. At the heart of discussions was the critical need to stop talking about ‘consumers’ and to engage the public as ‘people’.

Our core public engagement activities which include LEAF Open Farm Sunday, Open Farm School Days, Speak Out and on-farm resources, continue to go from strength to strength.

For the second year running, more than a quarter of a million people visited farms on Open Farm Sunday to discover the world of farming. 2016 heralded the launch of our new Open Farm Sunday website which has greatly enhanced farmers’ and visitors’ on-line experience, and attracted an impressive 159,000 visits.

The impact Open Farm Sunday has in opening up the world of farming to the public is huge with 88% of visitors reporting that they had learnt something new during their visit. We were delighted to work with the Biotechnology and Biological Science Research Council (BBSRC) and other partners this year to develop some fantastic new science resources and activities to highlight the science and technology behind farming. Thousands of school children also visited farms throughout June as part of LEAF’s Open Farm Schools Day initiative.

LEAF Open Farm Sunday would not be possible without the support of our sponsors. Our thanks to: AHDB, Arla Foods, Asda, BASF, Co-op, Defra, Farmers Weekly, Frontier Agriculture, John Deere, Jordans, LEAF Marque, Marks and Spencer, NFU, QMS, Sainsbury’s, Tesco and Waitrose.

Key achievements in 2016

• 382 farms open for LEAF Open Farm Sunday and welcome 261,000 visitors. Thousands of school children visit farms throughout June as part of Open Farm School Days

• Our first Public Engagement conference, supported by Sainsburys, explores new ways of thinking to engage the public with food and farming

• The launch of our new LEAF Open Farm Sunday website attracts 159,000 visits during this years Open Farm Sunday

• Ongoing support as a partner in Countryside Classroom – an industry initiative connecting teachers with food, farming and the natural environment.
Helping visitors to discover the fascinating science and technology behind farming was a key focus for Open Farm Sunday 2016

261,000 visitors to Open Farm Sunday events in 2016 - that's 1.8 million visitors since 2006!

A huge thank you to the 382 farmers and the 9,000 helpers who opened for this year’s Open Farm Sunday

88% of visitors to Open Farm Sunday learnt something new
Working in Partnership

... across the whole food and farming industry and engaging with the public to inspire and enable more sustainable food and farming

Throughout LEAF’s 25 years, we have been instrumental in bringing people and ideas together to achieve shared goals. We believe collaboration across the industry is absolutely key to supporting the development, demonstration and uptake of more sustainable farming.

Most notable amongst our partnerships is the Sustainable Intensification Research Platform (SIP) - a multi-organisation research programme, funded by Defra, to collectively explore the opportunities and risks for Sustainable Intensification. We have held a number of farmer visits to SIP study farms during the year and played a key role in disseminating the outcomes of the partnership through, for example, the SIP newsletter and social media.

We continue to be an active supporter of a number of industry groups and initiatives, namely Agricology, Innovative Farmers, the Campaign for the Farmed Environment, the Greenhouse Gas Action Plan, Tried and Tested, Catchment Sensitive Farming and The Voluntary Initiative. All excellent examples of the industry working together, pooling resources and expertise to achieve even greater impact.

Our continued partnership with GWCT (The Game and Wildlife Conservation Trust) in the Big Farmland Bird Count has seen a steady increase in the number of LEAF members taking part every year - a great way to demonstrate the positive impact Integrated Farm Management is making to farmland bird populations.

On a European level, our involvement with EISA (European Initiative for Sustainable Development in Agriculture) is ever more critical as we face the challenges of post-referendum agriculture. EISA is an important and active voice in Brussels making the case for sustainable farming. We look forward to continuing to work closely with our partners across Europe.

Key achievements in 2016

• Partner in the Sustainable Intensification Research Platform (SIP) exploring the opportunities and risks associated with sustainable intensification
• Active involvement with like-minded organisations and initiatives including Agricology, Innovative Farmers, Campaign for the Farmed Environment and the Greenhouse Gas Action Plan
• Partners with GWCT in the Big Farmland Bird Count, helping to highlight the good work done by farmers and gamekeepers in helping reverse the decline in farmland bird numbers
• Continued collaboration with EISA delivering more sustainable farming across Europe.
Delivering more sustainable food and farming is at the heart of Government policy.

LEAF is proud to be a partner in the Big Farmland Bird Count.

Investigating ways to increase farm output whilst enhancing the environment through SIP.
Backing British Farming For Over 50 Years

Maximise Your Sugar Beet Crop with Germaines’ Seed Technologies
Germaines continues to be committed to delivering innovative seed technologies to the UK’s Sugar Beet Industry.

Benefits of Xbeet® Seed Technologies:
1. Increased tolerance in stressful conditions
2. Faster field emergence
3. Improved uniformity
4. Increased yield potential

Supporting UK Growers
Tessa Seymour
Commercial Development Manager

Dedicated to backing British farming by promoting sustainable and environmentally friendly cultivation practices, Tessa Seymour works directly with UK sugar beet growers in trialing new seed treatments to help increase your yield.

Contact Tessa for more information about our current and future products:

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M: +44 (0) 7889 593 146
E: tseymour@germaines.com

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Proud to support LEAF

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Seed Technology
We Maximise Nature’s Potential™

Xbeet® is a registered trademark of Germaines Seed Technology
Money Matters

Summary of income and expenditure for the year ended 31 March 2016

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<thead>
<tr>
<th>Income and Expenditure</th>
<th>2016</th>
<th>2015</th>
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<tbody>
<tr>
<td><strong>Incoming resources</strong></td>
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<td></td>
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<tr>
<td>Voluntary income</td>
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<td>9,610</td>
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<tr>
<td>Income of trading subsidiary</td>
<td>180,317</td>
<td>99,496</td>
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<tr>
<td>Investment income</td>
<td>466</td>
<td>167</td>
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<tr>
<td><strong>Total incoming resources</strong></td>
<td>185,491</td>
<td>109,273</td>
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<tr>
<td><strong>Incoming resources from charitable activities</strong></td>
<td>924,427</td>
<td>850,586</td>
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<tr>
<td><strong>Total incoming resources</strong></td>
<td>1,109,918</td>
<td>969,859</td>
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</table>

<table>
<thead>
<tr>
<th>Resources expended</th>
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<th></th>
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<tr>
<td>Cost of generating funds</td>
<td>157,108</td>
<td>86,262</td>
</tr>
<tr>
<td>Charitable activities</td>
<td>860,511</td>
<td>871,505</td>
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<tr>
<td>Governance costs</td>
<td>11,793</td>
<td>6,739</td>
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<tr>
<td><strong>Total resources expended</strong></td>
<td>1,029,412</td>
<td>964,506</td>
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<table>
<thead>
<tr>
<th>Net incoming/(outgoing) resources before gains</th>
<th>80,506</th>
<th>5,353</th>
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</thead>
<tbody>
<tr>
<td>Gains/(Loss) on investment assets</td>
<td>(193)</td>
<td>20</td>
</tr>
<tr>
<td>Net movement in funds for the year</td>
<td>80,313</td>
<td>5,373</td>
</tr>
<tr>
<td>Fund balances brought forward</td>
<td>499,768</td>
<td>414,082</td>
</tr>
</tbody>
</table>

| Fund balances carried forward                       | 499,768| 419,455|
Yara goes beyond supplying the full range of fertilizer products (solid, liquid, foliar & micronutrients). We also offer agronomic advice and support with a range of tools designed to guide you in making the right decisions for your crops.

Applying the right nutrients at the right time has never been easier.
LEAF’s Five Year Strategic Direction: 2016 - 2021

Our priorities
Our priorities will be focused on building our capability and delivery, specifically around five enabling objectives:

• **Tripling** LEAF’s capability and capacity over the next five years to deliver its work and outreach.

• **Increasing** the adoption of more sustainable farming practices through Integrated Farm Management.

• **Improving** industry recognition and demand for sustainably sourced products.

• **Leading** a collaborative approach within the industry for better public engagement among consumers.

• **Positively influencing** consumer attitudes towards, and knowledge of food, farming and the environment.

Growing ambition
Over the last 25 years LEAF has had the advantage and governance in place to be light of foot, and respond to change quickly, supporting its farmers and members in a focused way. We are now looking to further use these skills, expertise and experiences to expand our work specifically:

• **Championing** knowledge exchange and generation approaches.

• **Communicating** with the public about sustainable food and farming, specifically through LEAF Marque.

• **Driving** the opportunity for farming to be at the heart of food, health and environmental improvement.

**So join the conversation and get involved!**

**T: 024 7641 3911  E: enquiries@leafuk.org  www.leafuk.org**
For more than a century, the people of Archer Daniels Midland Company have transformed crops into products that serve the vital needs of a growing world. Today, we’re one of the world’s largest agricultural processors and food ingredient providers, with more than 32,300 employees serving customers in more than 160 countries. With a global value chain that includes 428 crop procurement locations, 280 ingredient manufacturing facilities, 39 innovation centers and the world’s premier crop transportation network, we connect the harvest to the home, making products for food, animal feed, industrial and energy uses.

ADM is proud to partner with LEAF to promote sustainable food and farming by providing a vital and sustainable supply chain between UK growers and end users.


Contact
ADM Direct
Barton Court
Comberton
Cambridge
CB23 7BU

Tel: 01223 265160
Email: admdirect@adm.com
Delivering Sustainable Farming Through Integrated Farm Management

LEAF helps farmers produce good food, with care and to high environmental standards through Integrated Farm Management

LEAF’s Integrated Farm Management (IFM) is a whole farm business approach that delivers more sustainable farming. LEAF produces a number of tools and resources to help farmers farm more sustainably through Integrated Farm Management. These include:

- The **LEAF Sustainable Farming Review** – an online self-assessment management tool
- The **LEAF Marque** – an environmental assurance system recognising sustainably farmed products
- **LEAF Demonstration Farms** and **LEAF Innovation Centres** – demonstrating IFM in action
- A range of **technical resources** including the IFM Bulletin, LEAF Information Centre, Simply Sustainable series of handbooks on soil, water and biodiversity
- **Integrated Farm Management: A Guide** – a guidebook highlighting the key principles of IFM and the benefits of following an integrated farming approach.
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 MBE, Chief Executive**

Lindsey Booth, Secretary/PA  
Simon Bull, Marketing and Communications Manager  
Carol Cartwright, IFM and Events Administrator  
Jenny Clark, Technical Assistant  
Quentin Clark, Director Business Collaboration  
Caroline Ellis, Bookkeeper  
Anthony Goggin, Certification and Assurance Manager  
Val Goldstraw, Membership Coordinator  
Kathryn Green (née Mitchell), Sustainability Manager  
Justine Hards, Publications and PR Coordinator  
Steve Jones, Operations Manager  
Mel McCarthy, Open Farm Sunday Coordinator  
Alice Midmer, IFM Manager  
Annabel Shackleton, Events and Open Farm Sunday Manager

**LEAF BOARD OF TRUSTEES**

**Stephen Fell, Chairman**

Ian Ashbridge, Bidwells*  
Benjamin Browning, Treasurer  
Andrew Burgess, Produce World  
Rosie Carne, Yara UK Limited (retired May 2016)  
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  
*Denotes LEAF Marque Director (trading subsidiary)

**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 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 DEMONSTRATION FARMERS

Robert Addicott, Addicott Partners, Somerset
Peter Barfoot and Nathan Dellicott, Barfoot of Botley, West Sussex
Brian and Patrick Barker, E J Barker and Sons, Suffolk
Edward Baxter, Gilston, Fife
Chris Baylis, Sir Richard Sutton Estates Ltd, Lincolnshire
Richard, Barbara and Ben Bennett, R E and B W Bennett, Cornwall
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
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
Mr Goodenough and David Jenkinson, Broadwell Manor Farm, 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, Wilkin and Sons Ltd, Essex
Jeremy and Sue Padfield, Church Farm, Somerset
Ian Pigott, J W Pigott and Son, Hertfordshire
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