

LEAF in 2010

farming • food • environment • countryside • communities



Linking Environment
And Farming

org



From the President



The 2010 General Election resulted in a change of government and a welcome change in focus. Secretary of State, Caroline Spelman, has pledged to help British farmers meet the challenge of rising demand for food. The new Defra team bring personal farming experience to their responsibilities, and have instigated consultations into bureaucracy, red tape and quangos, measures to control and eradicate bovine TB, and a proposed White Paper into the Natural Environment, due in 2011.

2010 is the International Year of Biodiversity. How foresighted LEAF has been in balancing food production with care for the environment over these past nineteen years. The LEAF logo is universally recognised by customers who wish to support good farming practice; our task to attract new members

continues. My thanks go not only to LEAF farmers but to the many business members who support the aims of LEAF. Their financial support is invaluable and will be even more needed as charities and voluntary organisations compete for future funding.

Open Farm Sunday attracted over 180,000 people. This special day gives families the chance to experience a farm visit thereby gaining knowledge but also enjoying a day out in the countryside. My thanks go to everyone involved who put a great deal of hard work into ensuring a successful day. At our AGM last November, we said farewell to Tony Worth, our Chairman for the past five years, whom we thanked for his positive and cheerful leadership and innovation. We welcomed Stephen Fell in his place; he faces challenging times but brings a wealth of experience to his chairmanship. At the end of 2010 we gathered for our November conference with Mark Price, Managing Director of Waitrose as our keynote speaker. Waitrose has been a long standing partner of LEAF products. He has recently been appointed to chair the Prince's Countryside Fund. The fund will give grants to projects which contribute to the viability of farming and rural communities.

Lastly, but by no means least, I thank Caroline and her team for their work. Their enthusiasm, dedication and commitment to British agriculture is infectious; their efforts OUTSTANDING; a big thank you to you all.

Baroness Hazel Byford, DBE

From the Chairman



I have had a fascinating first year as Chairman, getting to know all the personalities involved, gaining a real understanding of what has been achieved so far and setting the agenda for the future. The new marketing strategy is well on the way to raising the profile of LEAF still further and the services and initiatives that the team are developing should provide real value to agriculture and the environment.

I have also been impressed by the high regard in which LEAF is held by the wide range of organizations, politicians, retailers and others that make up our highly important and diverse industry. What is concerning, however, is the relatively small percentage of farmers that want to put their name to linking profitable and commercial farming with high standards of environmental management.

We know that consumers want safe affordable food and that this will become more relevant as the government applies the necessary financial restraints to our economy. But, the consumer is also concerned about the way that their food is grown, in terms of sustainability and care for the environment. Open Farm Sunday has clearly demonstrated that people are interested in and appreciate our drive for new technologies to produce food economically, and that they will become enthusiastic supporters when we explain what we do to encourage wildlife and improve biodiversity as part of the whole farm approach.

Our drive over the next year will be increasing membership. Membership of LEAF and completing the LEAF audit brings significant cost savings, substantial environmental benefits and really helps farmers connect with their customers. But we need to do more to promote these benefits to farmers. With our growing LEAF team, we will be looking at new ways to work with our members – offering more technical events, improved tools and training.

It is no exaggeration to say that some of the major retailers would like most or all of their food to be sourced from LEAF Marque registered farms. To achieve this, we must demonstrate critical mass of farmers involved, and our challenge at LEAF is how to encourage this. Raising the profile and demonstrating the real financial benefits that can accrue to farmers going down this route is part of the challenge. By all means let's improve the environmental aspects of our farming, but let's make money out of it and enjoy doing it!

We have a dedicated and expanding team at LEAF, as well as an experienced and enthusiastic Board, and I would like to thank them all for their hard work and commitment over the last year. Please support them in every way you can.

Stephen Fell

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

As one of the largest and best-respected suppliers of fresh produce in the UK, our technical staff are strong advocates of the LEAF Marque scheme. We introduce, encourage and support growers with the scheme and indeed, we adopt IFM and LEAF principles on our own sites. That's why we're pleased to be associated with this publication and with LEAF. To learn more about Fresca Group and our constituent businesses, please see www.frescagroup.co.uk

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From the Chief Executive



At last year's President's Event, we set out our plans to strengthen and build on our activities and rise to the challenge of developing and promoting more sustainable farming practices and gaining better trust and understanding among the public. I am pleased to say that we have embraced this challenge with gusto and the building blocks to deliver these changes are firmly in place.

We have built up our small team to strengthen our management tools and delivery, recruit new members, strengthen our Demonstration Farm network and develop new projects to build on our technical activities.

Our work to strengthen public understanding and trust in food and farming continues with over 420 farms opening up to welcome some 184,000 members of the public onto farms for this year's Open Farm Sunday. And it has been a privilege to see many disabled and disengaged groups enjoying the sights and sounds of the farm through our Let Nature Feed Your Senses project.

LEAF Marque continues to grow, with some 18% of UK fruit and vegetables grown to LEAF Marque standards. And our work with overseas farmers, through the FRICH project, is helping farmers in Kenya increase the long term prosperity of their businesses by adopting IFM and becoming LEAF Marque accredited. LEAF Marque is now recognized as one of the top standards in addressing key environmental issues such as water management, biodiversity, climate change and air quality.

LEAF continues to enjoy political support. Our collaboration with government departments - Defra, DfID and the EU commission to ensure that farmers completing the Audit and achieving LEAF Marque status receive a 'lighter touch' in terms of regulation, remains one of our main priorities.

People lie at the very heart of LEAF. My grateful thanks to all our loyal members, sponsors, Demonstration Farmers, Innovation Centres, funders and supporters. The LEAF Board, our Chairman, Stephen Fell and all the team at Stoneleigh, deserve a special mention, for their dedication and hard work and their unfailing support in making our activities come alive. To everyone who contributes to LEAF's uniqueness – thank you. We look forward to working with you in 2011.

Caroline Drummond, MBE

LEAF through the seasons

Here are some of our 2010 highlights

SPRING 2010



Tom Allen-Stevens joins the LEAF team to manage Open Farm Sunday and the website opens for farmer registrations!



16 workshops are held all over the UK to help farmers get geared up for Open Farm Sunday and we welcome our team of Regional OFS Co-ordinators.



LEAF continues to work with AIC, FWAG, NFU and CLA as a partner organisation in the 'Tried and Tested' industry group.



We work with Morrisons on their 'Let Grow' initiative and host training events for farmers to help them host great farm visits for schools.

SUMMER 2010



It is great to see many of our members at our Technical Field Day, held in May at Jealott's Hill Farm in Bracknell.



LEAF has a new look website! with some great new features and images and improved navigation.



Jimmy Doherty helps launch this year's Open Farm Sunday and we put a great OFS video on YouTube!



420 farms all over the UK open up for this year's Open Farm Sunday on the 13th June and welcome a massive 184, 000 visitors onto their farms – a fantastic 31% increase from last year.



Hundreds of schools, county councils, nature reserves and agricultural colleges take a trip around LEAF's 'virtual farm walk'!



The Let Nature Feed Your Senses project gets off to a flying start with 76 farms and nature reserves signing up to host sensory rich visits. And work starts on recruiting community volunteers.



LEAF Marque Training courses take place throughout the year for certification bodies, technical managers and farmers. Courses are held in Spain, Kenya and the UK.



LEAF has a stand at Cereals and the Royal Highland Show. The Rt. Hon. Caroline Spelman MP visits LEAF as Cereals and takes a look at The Green Box.



Kathryn Mitchell joins the LEAF Team as our new IFM Development Co-ordinator. She starts work on refreshing our Demonstration Farm network and setting up regional LEAF Chairmen.



LEAF Demonstration Farmers get together for a two day event in Manchester. We visited the new Morrison's store and one of Kellogg's manufacturing plants.



As part of the FRICH project, we travel to Kenya to help train farmers, growing for Waitrose, in adapting their farming practices to meet the environmental requirements of LEAF Marque.

LEAF through the seasons

Here are some of our 2010 highlights

AUTUMN 2010



Over 100 host farmers, sponsors and visitors attend a meeting in London to celebrate this year's OFS successes and hear about our plans for next year on the 12th June!

LEAF staff swap shoes with Defra for the day! We take part in the 'Day in the Life' initiative where staff in central government and the voluntary sector step into each others shoes and learn about how 'the other side' operates.

Dr Dave Roberts is appointed our new Scottish LEAF Chairman. Taking over from Edward Baxter, Dave will continue to strengthen our activities across the border.

WINTER 2010



LEAF launches a report, carried out by CCRI, highlighting the financial, environmental and social benefits of LEAF membership.

A new independent study shows that LEAF Marque is one of the top assurance schemes in tackling key environmental issues such as water management, soils and biodiversity.

Over 130 people attended our President's Event from across the industry where Mark Price, Managing Director of Waitrose gave the key note speech.



LEAF farmer members' events take place in Lincolnshire, Cambridgeshire, Devon and Yorkshire, looking at a range of topics from food security to animal husbandry.



Representatives from LEAF and our EISA partners travel to Sweden to look at how farmers are adopting IFM and look at the pilot farms – a great opportunity to strengthen our understanding of IFM in Europe.



LEAF members shine at this year's Farmers Weekly awards with Peter and Hilary Cochran named as Local Food Farmers of the Year and Andrew Rees winning the Young Farmer of the Year Award.



A visit to New Covent Garden Market was one of the highlights of our LEAF Demonstration Farmer winter event, held in London.



Caroline Drummond attends a reception at Windsor Castle for those involved in rural communities in the UK.



Over 80 people attended the first Let Nature Your Senses conference, opened by Dr William Bird, Natural England's Strategic Health Advisor.



LEAF welcomes a new member of staff – Annabel Shackleton joins the team at Stoneleigh to head up Open Farm Sunday.

Communication

Speaking out for farmers, food, wildlife, countryside and communities

Key achievements in 2010



LEAF's collection of farm noticeboards help tell the food and farming story.



LEAF's new look website is launched with updated pictures, great new areas and improved navigation.

- We worked with Ceres, to push forward our marketing activities and raise our profile even further in the consumer press.
- We held 16 OFS workshops all over the country to train host farmers and helpers, covering issues such as publicity, activities, avoiding jargon, handling tricky questions and health and safety.
- Open Farm Sunday, on the 13th June, attracted a massive 184, 000 visitors to some 420 farms all over the country – a fantastic 31% increase from last year. An amazing day for everyone to learn about food, farming and the countryside.
- Our new look website was launched with great new images, improved navigation and new resources and press pages.
- LEAF's Virtual Farm Walk helped young people experience the sights, sounds and smells of the farm without having to leave the classroom! Go to www.virtualfarmwalk.org and see for yourself!
- Throughout 2010, thousands of people visited our nationwide network of Demonstration Farms including MP's, government ministers, teachers right through to school children.
- LEAF gets out and about at national food and farming shows with stands at Cereals, the Royal Highland Show and many local agricultural events.
- Over a hundred Open Farm Sunday host farmers, sponsors and others from the food and farming industry gathered in London to celebrate the achievements of the most successful Open Farm Sunday in its five year history.
- LEAF's collection of farm information boards helped farmers tell the facts about British farming and what they are doing to produce great food with environmental care.
- We spread our message at a number of high level conferences in the UK, France, Germany and Brussels.



184,000 people visited a farm on Open Farm Sunday - a fantastic 31% increase from last year



Throughout the year, thousands of people visit our nationwide network of Demonstration Farms



Over 420 farms open up for this year's Open Farm Sunday



LEAF's Virtual Farm Walk helped hundreds of children experience the delights of the farm, without leaving the classroom

Market Opportunities

Giving farmers recognition for their environmental care

Key achievements in 2010



The LEAF Marque logo can be seen on some 18% of fresh and frozen produce in Waitrose stores throughout the UK.



We continue to work with the livestock sector to get the LEAF Marque logo on meat products.

- Three LEAF Marque training events were held during 2010. One in Spain and two in the UK, for certification bodies, technical managers and farmers wanting to gain LEAF Marque certification. We also held two training events for Kenyan farmers working towards LEAF Marque accreditation.
- We saw a 62% increase during 2010 in farmers becoming LEAF Marque certified both in the UK and overseas. Some 39 countries in Europe, Middle East, South America and North America are now adopting LEAF's IFM practices.
- LEAF Marque came out on top. This was the conclusion of a new independent study, commissioned by Defra and carried out by The University of Hertfordshire's Agriculture and Environmental Research Unit. The research looked at the main assurance schemes in the UK and compared their environmental credentials. LEAF Marque came out on top in addressing key environmental issues such as water management, soils, climate change biodiversity and air.
- Waitrose built on their support for LEAF and encouraged all their overseas suppliers to become LEAF Marque certified. Some 18% of fruit and vegetables grown in the UK now carries the LEAF Marque logo.
- We worked with a group of sub-Saharan African farmers to help them increase the prosperity of their businesses by helping them adopt IFM and eventually becoming LEAF Marque certified.
- The LEAF Marque standard was translated into four languages – French, Italian, Spanish and Portuguese.



LEAF works with sub-Saharan African farmers to help them become LEAF Marque accredited



We see a steady increase during 2010 in farmers becoming LEAF Marque certified, both here in the UK and overseas



LEAF Marque comes out on top for its environmental coverage

CLASS I	THIS PACK CONTAINS	
ENGLISH PRODUCE	SPINACH	x 12 BCH
	OR PARSLEY	x 12/20 BCH
	OR BLACK CABBAGE	x 8 BCH
	OR KOHLRABI	x 8 BCH
	OR CHARD	x 16/24 PCS
	OR	x 8 BCH



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ENVIRON

Knowledge

Providing farmers with practical tools and technical know-how

Key achievements in 2010



The LEAF Audit is revised with updated questions and supporting material.



The Sustainable Innovation Network will bring together farmers, researchers and corporate partners to develop Integrated Farming.

- LEAF's Green Box was used by farmers to help them monitor the biodiversity, soil and water on their farms. It received strong support from leading farming and environmental organisations. Work started on the Air section – due to be launched in early 2011. Go to www.leafuk.org/greenbox and take a look!
- Many of our farmer members attended our Technical Field Day, held in partnership with Syngenta at their Jealott's Hill Farm in Bracknell, Berkshire. Sustainable nutrient management, carbon efficiency and maximizing grass quality were some of the topics covered together with field demonstrations, guided tours and a special visit to ARTEMIS the robot!
- We worked in partnership with the Environment Agency on a joint project looking at ways to help farmers slow down the flow of sediment and run off. Initial trials were carried out on three farms (including two LEAF Demonstration Farms) of new and simple measures – known as Sustainable Draining Systems (SuDS) to reduce the risk of run off and sediment reaching nearby watercourses.
- Work continued throughout the year to refresh the LEAF Demonstration Farm network with a number of farmers stepping down from the role and some new faces taking on the challenge. We welcomed seven regional LEAF Chairmen to push forward our activities at a local level.
- We find new and exciting ways of engaging with farmers and look to develop The Sustainable Innovation Network (SIN), to promote knowledge exchange between farmers, researchers and corporate partners, through events, research trials and an on-line library of podcasts and vodcasts.
- LEAF's Policy Group – chaired by BBC journalist Tom Heap and involving a range of industry partners debated a number of issues during the year including 'Sustainable Intensification'. Discussions will help shape LEAF's policy and future direction.
- The LEAF Audit is revised, questions and supporting material updated to ensure it remains a useful and practical management tool for farmers to help them take up IFM.



LEAF Demonstration Farmer, Jeremy Padfield is one of the farmers taking part in a joint project with the Environment Agency looking at new ways to stop the flow of sediment and run off



LEAF's Green Box is helping farmers monitor the biodiversity, soil and water on their farms. The air section will be launched in 2011

(Ken Do/bear)



LEAF farmers gathered together at Jealott's Hill Farm in Berkshire for our Technical Field Day

Partnerships and policy

Working with others to develop and promote IFM

Key achievements in 2010



We work with Morrisons on their 'Let's Grow' campaign.



LEAF attended high profile meetings with Defra, the Environment Agency, NFU and Natural England to press the case for Integrated Farm Management.

- Our partnership with The Sensory Trust on the Let Nature Feed Your Senses project, sees hundreds of disengaged groups – young, old, blind and disabled visit farms all over the UK to experience the sights, sounds and smells of the farm and make the link between, food, farming and nature.
- We worked with Morrisons to train farmers to host visits as part of their Lets Grow campaign.
- LEAF is a partner organisation in the 'Tried and Tested' industry group together with FWAG, AIC, CLA and NFU. We help with promotion, training and support of the management plan and its related tools.
- Links with our European EISA partners remains strong with Tony Worth continuing as Chairman of the group. EISA representatives took part in an exchange visit to Sweden - it was a great opportunity to strengthen links with our EISA friends and build our understanding of IFM in Europe.
- LEAF sits on the national steering group for The Campaign for the Farmed Environment. We help with the selection and training of the beacon farms who will play a key part in delivering the messages and ensuring the Campaign succeeds.
- Throughout the year, we responded to key government consultations on behalf of our members including the White Paper on the Natural Environment and The Sustainable Use Directive.
- We attended high profile meetings with Defra, the Environment Agency, NFU and Natural England to press the case for Integrated Farming. And we are represented on the following groups - The national Agri-environment stakeholder group, the Pesticide Forum, the Voluntary Initiative, Farming Futures, the Agricultural Industry Greenhouse Gas Action Plan, Red Tractor Crops Board and the Red Tractor Fresh Produce Technical Advisory Committee.



LEAF is one of the partner organisations involved in the Tried and Tested industry group together with FWAG, AIC, CLA and NFU



Together with the Sensory Trust, we enabled hundreds of disengaged groups to experience the sights, sounds and smells of the farm

(Charles Abel, Farmers Club Journal)



EISA representatives take part in an exchange visit to Sweden, looking at IFM uptake and pilot farms

Thank you....





FRED HARTLEY ESTATES LTD



Thank you....



A big thank you to all the organisations and individuals who have helped fund our work during the year. We are dependant on a very wide range of funding sources, all of them critical to our success.



We have tried to ensure that all those corporate organisations and agencies eligible and willing to be listed are included. We apologise for any unintended omissions.



Fertilizer, still the farmer's best investment

*Yara, committed to supporting
LEAF and integrated farming*



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Knowledge grows

Money Matters

Summary of income and expenditure
for the year ended 31 March 2010

Income and Expenditure	2010	2009
Incoming resources		
Voluntary income	482, 239	435, 017
Income of trading subsidiary	56, 291	35, 700
Investment income	100	3, 618
Income resources from charitable activities	278, 463	78, 799
Total incoming resources	817, 093	553, 134

Resources expended		
Cost of generating funds	41, 981	50, 790
Charitable activities	742, 982	577, 039
Governance costs	6, 894	8, 950
Total resources expended	791, 857	636, 779

Net incoming resources before gains	25, 236	(83, 645)
(Loss)/Gain on investment assets	440	(634)
Net movement in funds for the year	25, 676	(84, 279)
Fund balances brought forward	277, 225	361 504

Fund balances carried forward	302, 901	277, 225
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From the Trustees

The accounts included within this report are a summary of information relating to both the statement of financial activities and the balance sheet extracted from the accounts of LEAF for the year ended 31 March 2010, which were approved by the trustees on the 13 December 2010 and have been audited without qualification.

The accounts will be submitted to the Charity Commission and to the Registrar of Companies. The summary accounts may not contain sufficient information to allow for a full understanding of the financial affairs of the charity. For further information, the full annual accounts and the auditor's report on those accounts should be consulted. Copies can be obtained from LEAF.

From LEAF

The challenges facing farming have never been greater. The need to feed more people with fewer resources, climate change, food shortages and global economic pressures make the need for a practical and sustainable farming system more compelling than ever before. LEAF has achieved huge amounts in its nineteen year history to change farming as well as alter the hearts and minds of the general public. This year has, in many ways, been a turning point for LEAF with a growth in staff numbers, higher public profile and even greater recognition amongst farmers of the value of LEAF to their farming businesses.

We are indebted for the support we receive from our members – both corporate and individual – our sponsors and funders – both for Open Farm Sunday as well as for numerous projects and activities. None of what we have achieved this year would have been possible without their generosity. Yet despite our success, much remains to be done. We know that to continue to grow and build on our activities, we will need to forge stronger links with our existing members and supporters as well as attract new ones.

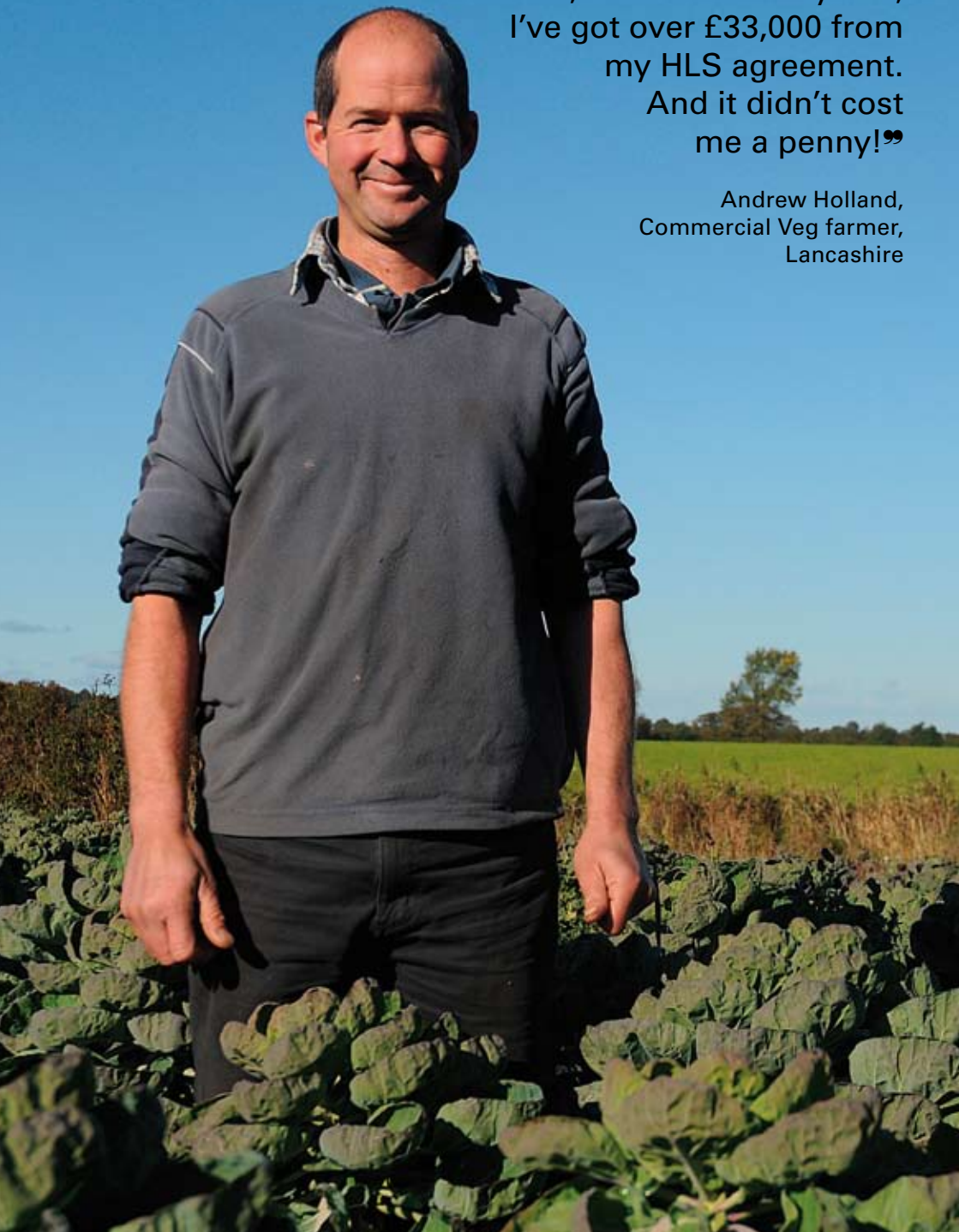
We have clear priorities for the year ahead: to increase the range of technical activities and resources we offer our members, to ensure that our public profile continues to grow, to find new and exciting ways of engaging with farmers, to inspire the general public to discover the delights of visiting a farm to find out how their food is grown and, finally, to build on our links with retailers so that LEAF Marque food is available to everyone.

Together with you, our members, supporters and friends, we are confident that we can achieve all this and more.

Thank You

“Working with David has meant, in the last four years, I’ve got over £33,000 from my HLS agreement. And it didn’t cost me a penny!”

Andrew Holland,
Commercial Veg farmer,
Lancashire



Looking Forward

Working to lead the way in sustainable farming

What we want to achieve in 2011



We want to make Open Farm Sunday 2011 even bigger and better!



We will continue to promote the LEAF Green Box to farmers to help them monitor biodiversity, soil, water and air.

- Develop a new approach to knowledge sharing through our existing network of Demonstration Farms and Innovation Centres with a new initiative called the Sustainable Innovation Network.
- Build on our technical tools, activities and events to ensure we bring our farmer members the very latest news and information on Integrated Farming.
- Continue to build on our partnerships with Waitrose and encourage other major retailers to adopt the LEAF Marque.
- See an increase in the number of farmers, both here in the UK and overseas carrying out the LEAF Audit and becoming LEAF Marque certified.
- Continue to work with disengaged and disabled people through our Let Nature Feed Your Senses project to help foster a lifelong love of nature through food and farming. Help engage visitors' senses through activities that demonstrate the links between food, farming and everyday nature.
- Make sure Open Farm Sunday on the 12th June 2011 is even bigger and better than this year! With more farms taking part and more people visiting their local farm to learn about how their food is grown and what farmers do to care for the countryside.
- Hold a technical field day with Harper Adams Agricultural College to enable LEAF members to get the latest information and research on key issues facing farmers and see it in action.
- Increase the number of people and companies joining LEAF and look at fresh ways to engage with all our members corporate, college, individual farmers and 'Friends of LEAF'.
- Continue to work closely with our industry partners on joint initiatives so that the industry speaks to farmers with one voice. We will also meet with key Government ministers to press the case for Integrated Farm Management.
- Help farmers to improve their communication skills through the speak out initiative – continue to promote the Virtual Farm Walk, farm notice boards and the Speak Out CD-rom.

“David’s my RSPB adviser.
Practical advice for me,
my farm and my wildlife.
Worth paying for – but
I didn’t have to!”



The RSPB gives FREE advice to over 5,000 farmers each year. To find your nearest farm adviser, phone 01767 680551 or visit www.rspb.org.uk/farming

Thank You

Without the support of our members and friends so much of our work would not be possible. Here are some examples of work our supporters have funded this year.



Open Farm Sunday

ASDA, Farmers Weekly, Morrisons, Natural England, Frontier, WRAP, Waitrose, Warburtons, Defra and a host of additional sponsors supported this year's Open Farm Sunday. Their help went towards providing a press office, workshops (including a new on-line workshop), updating the website, resource packs, postage and publicity.



Technical work

Support from Syngenta and Eblex, enabled us to organise a Technical Event and members meetings to meet face to face with our members and update them on the very latest IFM developments. And with help from The Environment Agency, we have looked at new and cost effective ways for farmers to address sediment run-off.



Let Nature Feed Your Senses

A Big Lottery 'Open Spaces' grant, administered by Natural England's 'Access to Nature' programme is funding our joint flagship project with The Sensory Trust. This year, hundreds of individuals - young, disabled and elderly have visited farms for the first time to experience the sights, sounds and smells of the countryside.

Raising our profile

Raising our profile to the food and farming industries and consumers has been a key priority for LEAF this year. To help raise the awareness of LEAF and reach the target media we are working with PR agency, Ceres. Over the last few months there has been significant interest from national consumer and trade media and on message coverage achieved in numerous publications. These include The Daily Telegraph, Which? Report, BBC Radio 5 Live, BBC Farming Today, Farmers Weekly and Farmers Guardian and Horticulture Week to name but a few. The activity has also helped to increase traffic to leafuk.org



LEAF overseas

We have worked in partnership with Waitrose on a project with small scale sub-Saharan African farmers, to offer training in IFM and help them become LEAF Marque certified, to improve the long term prosperity of their farming businesses. This has all be possible thanks to a grant from The Food Retail Industry Challenge Fund, run by DFID.



Technical Tools

The LEAF Audit, Virtual Farm Walk, LEAF Green Box, Speak Out cd-rom, and our collection of farm information boards, have all been possible because of generous support from our corporate members. All these tools help farmers take up Integrated Farming, get recognised for it and explain to their customers what they are doing for farming and the environment.



Who's Who at LEAF

We rely on the support of so many individuals. Space does not allow us to mention them all, but particular thanks to all our Demonstration Farmers and Innovation Centres and to everyone involved on our management and technical committees. To all these people and the many others who give their time and expertise to support us, we owe our grateful thanks.



LEAF Board

Stephen Fell, Chairman

Robert Kynaston, Vice Chairman
Rev. Dr Gordon Gatward, Arthur Rank Centre
James Johnson, Company Secretary
David Kennedy, Uniq Prepared Foods
Stuart Beer, Independent
Benjamin Browning, Treasurer
Patrick Wrixon, LEAF Member
Tony Worth, A H Worth & Sons
David Roberts, Scottish Agricultural College
Matthew Naylor, Naylor Flowers
Rosie Carne Yara, UK Limited

LEAF Head Office Staff

Caroline Drummond Chief Executive

Jeremy Boxall, Commercial Manager
Anthony Goggin, Technical Manager
Annabel Shackleton, Events Manager
Tom Allen-Stevens, Training Co-ordinator
Kathryn Mitchell, IFM Development Co-ordinator
James Taylor, Let Nature Feed Your Senses Project Co-ordinator
Camilla Puzey, Projects Co-ordinator
Justine Hards, Publications Assistant
Sue Simpson, Accounts Secretary
Carol Cartwright, Let Nature Feed Your Senses Administrator
Val Goldstraw, Membership Secretary
Evelyn See, Administrator



Innes McEwen, Berkshire
 Andrew Nottage, Cambridgeshire
 Thomas & Isabel Ostle, Cumbria
 Jeremy & Sue Padfield, Somerset
 Jon Parker, Warwickshire
 Ian Pigott, Hertfordshire
 Tim Pratt, Suffolk
 John & Helen Renner, Northumberland
 Lyndsey Rolfe & Liz Johnson,
 Cambridgeshire
 Nick Tilt, Shropshire
 Ian Waller, Buckinghamshire

LEAF Demonstration Farmers

Robert Addicott/Jeremy Padfield, Somerset
 Andrew Baker, Devon
 Peter Barfoot & Nathan Dellicott, Hampshire
 Edward Baxter, Fife
 Richard, Barbara & Ben Bennett, Cornwall
 John Boyd, Hampshire
 Charles Bransden, Surrey
 Hugh Broad, East Lothian
 Anthony & Lucy Carroll, Northumberland
 Philip Chamberlain, Oxfordshire
 Iain Dalton & Malcolm Crabtree, Hampshire
 Chris Dowse, Lincolnshire
 Paul Hayward, East Yorkshire
 Duncan Farrington, Northamptonshire
 David Felce, Cambridgeshire
 Bruce Gilbert, Herefordshire
 Mr Goodenough & David Jenkinson,
 Gloucestershire
 Keith Harris, Dorset
 Robert & Sarah Helliwell, Derbyshire
 Paul Hill, Wiltshire
 Philip Huxtable, East Yorkshire
 Andrew Jackson, Herefordshire
 David Johnson, Cheshire
 Brian Kaye, Fife
 David Kennedy & Chris Savage, Ayrshire
 Robert Kynaston, Shropshire
 Alastair Maclennan, Grantown-on-Spey





Regional LEAF Chairmen

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

LEAF Innovation Centres

Bayer Crop Science, Cambridgeshire
Harper Adams University College,
Shropshire
Morley Research Centre, Norfolk
National Soil Resources Institute,
Bedfordshire
Northmoor Trust, Oxfordshire
Royal Agricultural College, Gloucestershire
SAC Crichton Royal, Dumfriesshire
SAC Bush Estate, Midlothian
Scottish Crop Research Institute, Dundee
Stockbridge Technology Centre, North
Yorkshire
The Allerton Research & Educational Trust,
Leicestershire



Let Nature Feed Your Senses Regional Co-ordinators

Helen Renner, North East
John Alpe, North West
Julian Davies, Yorkshire & Humberside
Andy Guy, East Midlands
John Plumb, West Midlands
Helen Oldfield, East of England
Mariella Fleming, South East
Sue Padfield, South West



LEAF Policy and Strategic Development Committee

Tom Heap, Chairman

Melinda Appleby, Independent
Mike Barry, Marks and Spencers
Jeremy Boxall, LEAF
Peter Carey, Independent
Caroline Drummond, LEAF
Dave Ellerton, Hutchinsons
Keith Goulding, Rothamsted Research
Kathryn Mitchell, LEAF
Graham Jellis, Folia Partners
Tony Kendle, The Eden Project Ltd
Alastair Leake/Tom Oliver, The Game and Wildlife Conservation Trust
John Peck, BASF
Cedric Porter, Supply Intelligence
Jules Pretty/Rachel Hine, University of Sussex

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Ian Waller, South East
Andrew Nottage, East Anglia
Andy Guy, East Midlands
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Join LEAF and make a difference

LEAF is a membership charity, relying on the support of so many individuals and companies to help us carry out our work – join on-line at www.leafuk.org or complete the application form below

LEAF Membership Application Form

Please complete this form and return it together with your cheque (made payable to 'LEAF') to LEAF, The National Agricultural Centre, Stoneleigh Park, Warwickshire CV8 2LG - thank you.

Membership category (£ per annum, incl 20% VAT from 4th January 2011)

Individual farmer members

Farms up to 121 ha (300 acres)	£72.00	<input type="checkbox"/>
Farms 121 -405 ha (300 - 1, 000 acres)	£144.00	<input type="checkbox"/>
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Corporate Members

Less than 50 employees*	£696.00	<input type="checkbox"/>
50-100 employees*	£1, 032.00	<input type="checkbox"/>
100-200 employees*	£2, 070.00	<input type="checkbox"/>
200+ employees negotiable*	£2, 400.00 min	<input type="checkbox"/>

*full time equivalent employees

Colleges	£210.00	<input type="checkbox"/>
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Friends of LEAF	£23.50	<input type="checkbox"/>

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