



Celebrating 18 Years of LEAF





I just wish I'd set myself up as a clairvoyant. I could have made a fortune from my ability to foretell what was needed in the future.

Eighteen years ago I had this vision that farming would increasingly be subjected to public scrutiny; that consumers would want to know more about where their food came from and how it was produced; that care for the environment would become a top priority.

To be honest all those years ago I didn't anticipate climate change, population growth or food security concerns but if I had I think I would have recognised the solutions lay in the same kind of farm policies and practices as were appropriate for those that were obvious in 1991.

So, I'm pretty proud of myself (and of those with whom I worked) that we managed to create a body whose birth was modest in the extreme but whose growth into maturity has matched every challenge put before it.

That is not to say its development is done. For the principles that guide LEAF's progress contain plans that can help agriculture to produce the extra food required in ways that do not damage the environment and at prices affordable by consumers and profitable for farmers.

Our baby has come of age. Now let us look forward with enthusiasm and determination to a long and even more productive period ahead.



Neil Richardson

From one small seed...

LEAF was established in 1991 to develop the concept of Integrated Crop Management (ICM) and to promote these farming practices to farmers and its benefits to the non-farming community.

LEAF's role was and still remains to encourage the uptake of a viable agriculture which is environmentally and socially acceptable and ensures the continuity of supply of wholesome, affordable food, while conserving and enhancing the fabric and wildlife of the British countryside for future generations.

This is our story...

During LEAF's early years, our focus was very much on establishing a network of Demonstration Farms across the UK. These farms were run by innovative and forward looking farmers who were all united in their wish to communicate what they were doing to the general public, to produce food and care for the environment.

We were also driven by a desire to take farming forward and develop technical guidelines and resources, such as the LEAF Audit, to help farmers adopt Integrated Crop Management.

The many individuals who were, and continue to be involved, our farmers, members, Advisory Board and Executive Committee, played a huge role in driving forward LEAF's early policies. LEAF also gained wide industry support. We could not have achieved what we did in these formative years, without this support.



Political influence has been key...





Over 100 Demonstration Farms
launched since 1991...

Robert Lawton, LEAF's first Demonstration Farmer

'Back on November 4th 1991, as we awaited the Minister of Agriculture, John Gummer, to launch our farm as the first LEAF Demonstration Farm, I remember wondering why we were there. I came to the conclusion that it was for public recognition of an attitude to farming that was ICM – a way of farming we had been evolving for years.'

Melinda Appleby, founding Advisory Board member

'In 1991, we were trying to answer what is sustainable agriculture? LEAF provided a balance between productive agriculture and sensitive environmental management. Now 66% of land is covered by an environmental scheme and balancing the needs of food production and environment remains at the heart of our discussions.'

Richard Trow-Smith, founding Executive Committee member

'Drafting out the details of that first LEAF Audit was a real ground-breaking exercise. That such a disparate group of people should agree on a single set of preferred farming practices was incredible 18 years ago. It is testimony to the wonderful spirit of compromise and positive thinking that is still LEAF's 'hallmark approach'.



Productive farming lies at the heart of LEAF...

Establishing our roots...



Promoting sound environmental
management...

As increasing numbers of farmers were adopting Integrated Crop Management and our membership grew (we welcomed our 1000th LEAF member!), we focused on increasing our Demonstration Farm Network and developing sustainable farming systems. By incorporating livestock and grassland management through case studies, supporting research and farmer training events, we were able to demonstrate the financial viability and economic benefits of Integrated Farm Management.

We launched our Audit Ambassador and LEAF Supporter initiatives, developed the IFM training pack, worked with the agricultural colleges and forged close industry partnerships, such as the Integrated Arable Crop Production Alliance (IACPA).



People are at the heart of LEAF...





Bringing like minded farmers together...

James Miles Hobbs, Rural Development Associates

'IFM gives farmers with 'conventional' farming systems, the structure around which to take environmental management decisions, explain these to the public and ensure a profitable business. Absolutely vital. Well done.'

**Dr George Fisher, Head of Knowledge Transfer,
AHDB DairyCo.**

'It was LEAF who were proactive in turning ICM into IFM by engaging with the livestock farming community. This leadership was vital in bringing IFM thinking to all.'



Over 20 000 people visit a LEAF
Demonstration Farm every year...



IGER

[Illegible text on white sign]

[Illegible text on white sign]

A LEAF INNOVATION CENTRE
www.leafuk.org

A
LEAF
INNOVATION CENTRE
www.leafuk.org

[Illegible text on white sign]



Industry and research partnerships add strength to IFM...

Blossoming...

The UK farming industry faced a huge turning point in early 2001, with Foot and Mouth virtually closing down the countryside. Farming changed quite dramatically over a relatively short time. During these years, LEAF had to focus on finding new ways to communicate to the general public, about all the good things farmers were doing to produce the nation's food as well as safeguard the environment.

Our work with our European partners, through the European Initiative for Sustainable Development in Agriculture (EISA), grew and we launched a Common Codex for Integrated Farming.

We developed the LEAF Marque on produce, launched the Speak Out campaign, developed the Virtual Farm Walk and held our first Open Farm Sunday event.





LEAF's Open Farm Sunday has reconnected over half a million people with their food, their countryside and their food...

Dr Alastair Leake, Head of Project, Game and Wildlife Conservation Trust

'LEAF was brave to push for the development of European Guidelines for Integrated Farming and it was not easy. Yet I believe we came up with a unique idea which enabled a common standard to be launched, with it's imperfections, but one which all the EISA members were able to sign up to and still use as a template today.'

Ian Pigott, LEAF Demonstration Farmer

'In only 4 years, LEAF's Open Farm Sunday has reconnected over half a million consumers with their food, their countryside and their farmers. Because of LEAF's boundless energy, thousands of farmers have been awakened to the joy, rewards and benefits of 'opening up' their farms.'



LEAF Marque has 'opened doors'
for many farmers...

Turning over a new LEAF...

LEAF continues to move forward and we remain focused on our founding principles – the need to balance productive agriculture with care for the environment and our natural resources. LEAF Marque continues to grow and we forge strong partnerships with retailers. We look at new ways to support farmers in adopting IFM through our supporting management tools.

The launch of the Green Box is an important step in helping farmers carry out simple on-farm monitoring to show the benefits of IFM. Open Farm Sunday continues to capture the hearts and minds of farmers all over the UK with thousands of people visiting their local farm on this one day. We look at new ways to get different groups of people out into countryside through the Let nature feed your senses project as well as explore new ways to enhance our growing network of LEAF Demonstration Farms and Innovation Centres.





Over 800 farmers trained to speak out on behalf of the farming industry...

Baroness Hazel Byford, DBE, LEAF President

'As LEAF's first President, I am proud to reflect on its valuable work over the last eighteen years. LEAF has gone from strength to strength since its foundation by David Richardson. Today, food production is even more important than it was then and LEAF's Integrated Farm Management systems are ensuring its sustainability. Caroline and the team have played a large part in this achievement.'

Stephen Fell, LEAF Chairman 2009 -

'LEAF has a very important role to play as we move away from a supported agriculture to one which depends on the support of its customers. I want to see the membership grow substantially, and for all the major retailers to buy into the LEAF Marque assurance scheme, with its unique emphasis on environmental standards.'

Matthew Naylor, Naylor Flowers

'As economic and climatic changes cause consumers, retailers and politicians to become confused about their values, the role of LEAF will be more important than ever before. By communicating the core principles of successful agriculture, innovation, good husbandry and long-term stewardship, LEAF can become the global blueprint for sustainable production.'



www.leafuk.org

Linking Environment
And Farming

Looking forward to future challenges...

Caroline Drummond, LEAF Chief Executive

'LEAF's work is a real celebration of all that is good about farmers' role in producing food and caring for the environment. I am immensely proud to have been running LEAF over the past 18 years and it is the hard work, dedication and inspiration from everyone involved that makes it so special.

This little book just touches the surface of all the great things we have achieved together. The journey is a long one, but we are well on the way to achieving more practical, realistic and effective sustainable farming. I look ahead to the challenges of the next 18 years with the same passion and determination that I felt back in 1991. I know that the strong and loyal partnerships that LEAF has formed over the years, will stand us in good stead to meet new challenges head on. Thank you.'




LINKING ENVIRONMENT AND FARMING

LEAF has achieved a lot in a short time and this has only been possible because of the inspiration and support from so many individuals. There are too many to mention and space does not allow us to list them all. Here are just some of the people who have been involved with LEAF over the past eighteen years.

Robert Addicott • Professor Mike Alder • Sandy Allison • John Alliston • Melinda Appleby • John Archer • David Arthey • Philip Ashton • Alison Austin • Gavin Bailey • Andrew Baker • Ian Ball • Beverly Barber • Peter Barfoot • Heather Barrett-Mold • Michael Barry • Mike Barry • Edward Baxter • Debbie Beaton • Stuart Beer • Pamela Beha • Hugh Oliver Bellasis • Barbara Bennett • Ben Bennett • Richard Bennett • Alan Bide • Nick Birch • David Bond • Robert Borrill • Jason Borthwick • Mary Bosley • Julian Bott • Jeremy Boxall • John Boyd • Charles Bransden • Barbara Bremner • Hugh Broad • John Brookham • Chris Brown • Ian Brown • Richard Brown • Nick Bumford • Abigail Bunker • Graham Bunn • Adam Burgess • Jason Burgess • Geordie Burnett-Stuart • Chris Butler • David Butler • Baroness Hazel Byford • David Caffall • Mike Calvert • Ewan Cameron • Neil Cameron • Robert Campbell • Charles Cann • Peter Carey • Anthony Carroll • Lucy Carroll • Rosie Carne • Carol Cartwright • Henry Cator • Liz Chadd • Anne Chamberlain • Philip Chamberlain • Rachael Chamberlayne • Keith Chaney • Peter Chapman • Christina Charters • Andrew Clark • David Clarke • James Clarke • Paul Clarke • Ingrid Clayden • Dudley Coates • Steve Collier • Tony Combes • Keith Cook • Robert Cook • Roger Cook (dec'd) • Tony Cooke • Ruth Cornwall-Jones (dec'd) • Sue Cornwell • Pat Courtney • David Cousins • Malcom Crabtree • Justin Creasy • Andrew Crewdson • John Crossan • Andy Croxford • Heidi Cunningham • Neil Cutler • Iain Dalton • Edward Darling • Martin Davis • Keith Dawson • Clive Deeley • Nathan Dellicott • Teresa Dent • Stephen Derbyshire • Georgina Dobson • Chris Dowse • Paul Dracott • Jerry Dronsfield • Caroline Drummond • John Dunning • Ian Durrant

• Janet Dwyer • Ian Edwards • Jim Egan • Dave Ellerton • Brian Emmett
• Susie Emmett • Henry Ensor • Duncan Farrington • David Felce •
Denise Field • Mike Fielden • Richard Findon • Les Firbank • Ruth Fish •
Jack Fleming • Kerry Flutter • John Foley • Kirsten Foot • Marie Francis
• Andreas Frangenberg • Ciaran Gannon • Nigel Garbutt • David
Gardner • John Garrod • John Garstang • Rev. Dr Gordon Gatward
• David Gear • Bruce Gilbert • David Glenn • Anthony Goggin • Val
Goldstraw • Mr F R Goodenough • Keith Goulding • Leigh Grant •
Sir Edward Greenwell • Windsor Griffiths • Ken Grimsdell • Andy Guy
• Sue Guy • Lyn Hall • Ian Hanglin • Justine Hards • Martin Hare •
Peter Harkett • Fred Harper • Keith Harris • Pam Harris (dec'd) • Jane
Harris • Nicola Harrison • Kaley Hart • John Hartop • Patrick Harvey •
Richard Harvey • Oliver Harwood • Chris Hayward • Paul Hayward •
Tom Heap • Colin Hedley • Jenna Hegarty • Robert Helliwell • Sarah
Helliwell • Ian Henderson • Jill Hewitt • Steve Higginbotham • Sally
Higgins • Barry Higgs • Bob Hilborn • Paul Hill • Richard Hirst • Robin
Hobson • Sandy Hopton • Sylvia Howe • Andrew Howesman • David
Hughes • Steve Hunt • Philip Huxtable • Harry Huyton • John Ibbett
• Andrew Jackson • George Jackson • Jane James • Graham Jellis
• David Jenkins • Kerry Jenkins • David Jenkinson • David Johnson •
James Johnson • Liz Johnson • Bob Joice • Vic Jordan • David Kay •
Brian Kaye • Peter Kendall • Tony Kendle • David Kennedy • Andrew
Kneeshaw • Dr Chris Knight • Richard Knight • Robert Kynaston • John
Lampitt • Pat Lane • Robert Lawton • Alison Lea • Alastair Leake • David
Leaver • Jamie Letts • Kathy Lewis • Frankie Lister • Tony Lister • Betty
Lloyd • Ian Lobb • Richard Lobb • Terry Lobb • Denise Lovett • Alastair
Maclennan • Anne Maclennan • Rowen Markie • George Marston •
Richard Martin • Chris Matthews • Nick Matthews • Suzanne May •
Ann McAllester • Tom McCulloch • Innes McEwan • Philip Merricks
• Emma Miller • Di Mills • Andrew Moir • James Moldon • Jim
Monaghan • Darren Moorcroft • David Morgan • Kate Morley • Jan
Morris • Rob Morris • Gail Murray • Gary Naylor • Robert Naylor • Phillip
Needham • Diana Nettleton • Jonathan Newman • Douglas Niven •
Eric Nixon • Andrew Nottage • Joe Oakes • Sue Ogilvy • Amy O'Leary

• Les O’Leary • Tom Oliver • Johnathan Olver • Andy Ormiston • Jim Orson • Mark Osman • Isabel Ostle • Thomas Ostle • Simon Oxley • Jeremy Padfield • Sarah Palmer • Jon Parker • Chris Passmore • John Peck • Mike Perkins • Richard Perkins • Hugh Pescod • Siân Phipps • Ian Pigott • Robert Pinches • Ben Plowden • Lord Henry Plumb • Cedric Porter • Mike Porter • Jim Powell • Richard Poynton • Tim Pratt • Jules Pretty • Bob Prew • Colin Pritchard • Camilla Puzey • Roly Puzey • Caroline Racey • Meurig Raymond • Mike Read • Chris Reading • Martin Reams • Michael Rebane • Peter Redman • Helen Renner • John Renner • David Richardson • Lorna Richardson • David Rigal • Chris Rigley • Dave Roberts • Lyndsey Rolf • Paul Rooke • Bill Ross • Gill Russell • Alastair Rutherford • Jane Salter • Tom Sampson • John Sargent • Julia Sargent • Chris Savage • Ben Savill • Robbie Schreiber • Andrew Scott • Andrew Sellick • Andrew Sharp • James Shaw-Porter • John Sheaves • Alastair Sim • Alastair Simpson • Peter Simpson • Paul Singleton • Sue Simpson • Guy Smith • Hugh Snell • Dr Nick Sotherton • Stuart Southall • Stuart Spurring • Geoff Squire • John Stanley • Richard Stirling • Chris Stoate • Gary Stoddart • Jane Stoneham • Ian Stubbs (dec’d) • Caroline Sweet • Steven Tait • Dennis Tate • James Taylor • Mrs M R D Terry • Will Terry • Phil Thomas • Mark Thomasin-Foster • Peter Thompson • John Thorley • Ian Thornton-Kemsley • Andrew Thurston • Nick Tilt • Dr Bernard Tinker • Jonathan Tipples • Bruce Tozer • Tony Trewavas • Mark Tripney • Richard Trow-Smith • James Trueman • John Tzilivakis • Ben Underwood • Gillian van der Meer • Linda Vickers • Mary Vizoso • Paul Walker • Roy Walker • Clive Wall • Bob Waller • Ian Waller • Douglas Wanstall • Derek Ward • Graham Ward • Martin Warren • Jackie Wharton • Thomas Wheatley-Hubbard • Sue Whittington • Teresa Wickham • David Wild • Paul Willgoss • Michael Williams • Nigel Williams • Edward Willmott • Alan Wilson • Richard Winspear • Michael Woodhouse • Steve Woods • Tony Worth • Colin Wright • Paul Wright • Glenn Wrigley • Paul Wynne • Philip Wynne • James Young • Michael Young •



LEAF

Linking Environment
And Farming
The National
Agricultural Centre
Stoneleigh Park
Warwickshire CV8 2LG

T: 024 7641 3911

F: 024 7641 3636

E: enquiries@leafuk.org

W: www.leafuk.org

LEAF is a membership charity
- please support our work by
becoming a member. To join
on-line go to www.leafuk.org

Registered charity no:

1045781

LEAF is a company limited
by guarantee, registered in
England number: 3035047

