



What is sustainable agriculture and why do we need to assess it?

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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.



LEAF (Linking Environment And Farming)

- Facilitating sustainable farming knowledge generation and exchange amongst farmers and researchers
- Developing market opportunities for farmers and others
- Engaging the public in sustainable food and farming

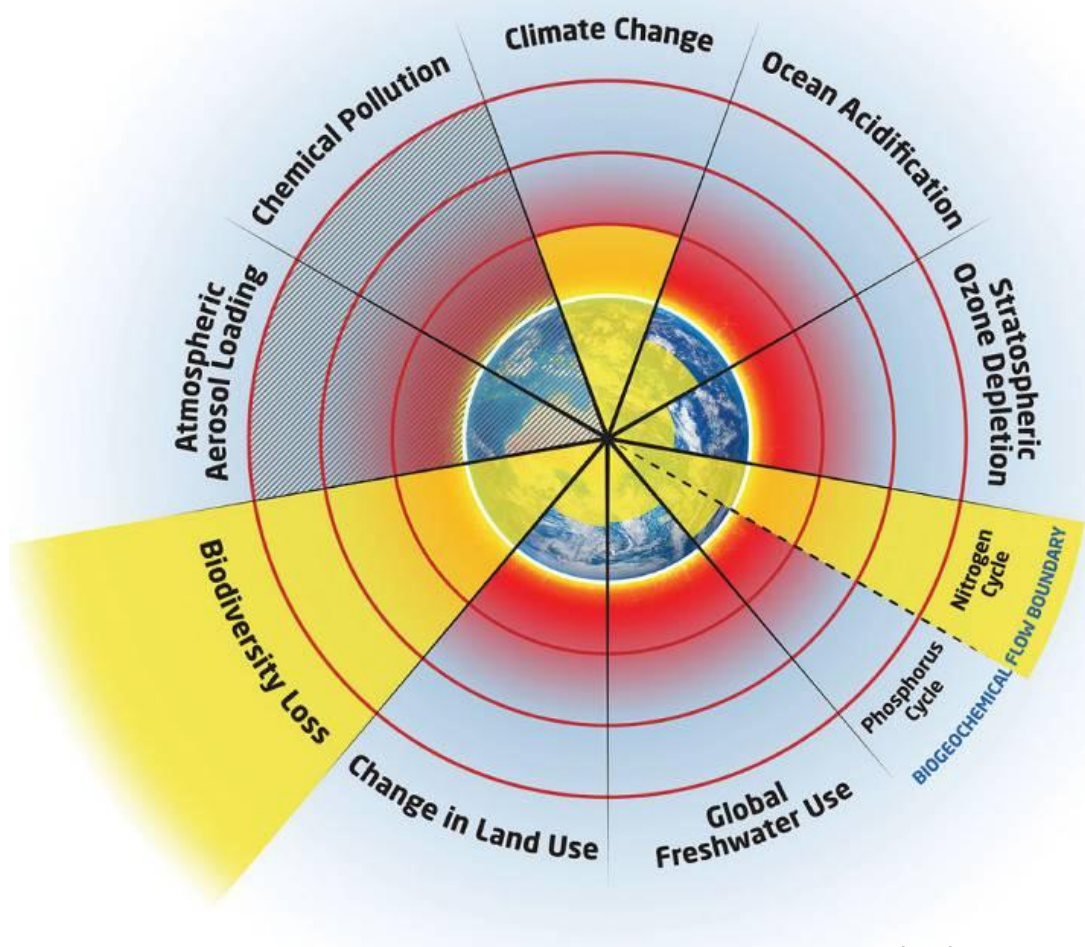


Sustainable Farming

Sustainable farming, delivers a site-specific farming system supporting the integration of the environment, society and farm economic viability over the long term.

LEAF 2012

Environmental parameters



Planetary Boundaries Modified from Rockström et al. (2009).

If everyone in the world lived like an average **North American** we would need **five** planets to live on...



The importance of integration

LEAF (Linking Environment And Farming) – the leading organisation delivering sustainable food and farming



'Integrated Farm Management (IFM) is a whole farm business approach that delivers sustainable farming.'

LEAF's Management Tools for measuring progress

- LEAF Audit (developed 1993 with annual update)
- LEAF Marque (developed 2001 with annual update)
- LEAF Tracks
- LEAF Green Box
- LEAF's Water Management Tool
- Simply Sustainable Soils – Phase I and II
- Simply Sustainable Water





LEAF Sustainability Dashboard

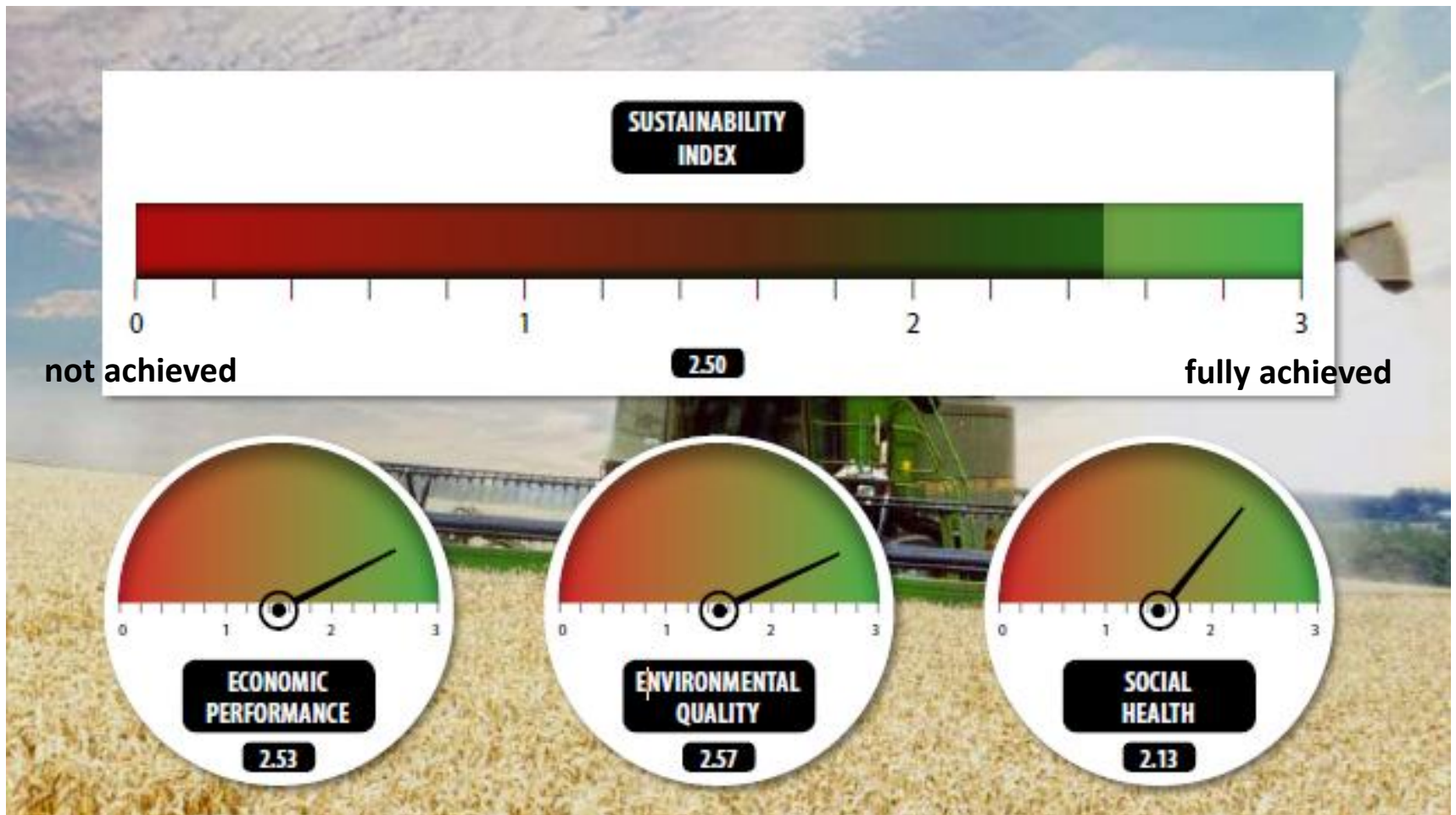
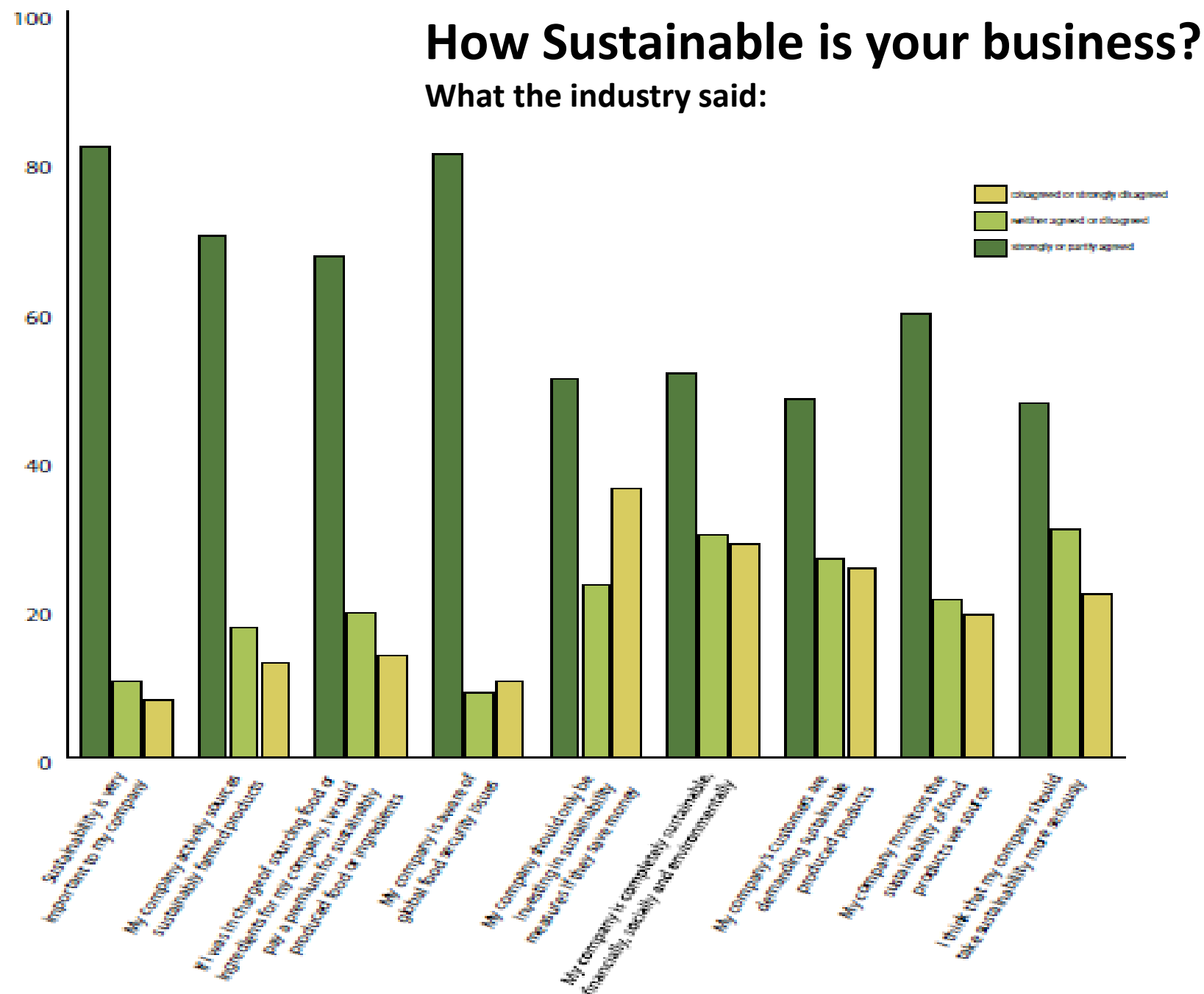


Table 1 - 24 Objectives and sustainability scores for Integrated Farm Management (source: LEAF Audit returns 2012)			
Objective	Sustainability score	IFM theme	Sustainability index
To implement appropriate planning and review processes	2.54	Organisation and Planning	Economic Performance
To enhance productivity and efficiency (yields and biodiversity)	2.38	Organisation and Planning	Economic Performance
To improve management performance	2.29	Organisation and Planning	Economic Performance
To increase staff performance	2.70	Organisation and Planning	Economic Performance
To actively develop market opportunities for sustainable food	2.55	Organisation and Planning	Economic Performance
To implement appropriate financial systems	2.52	Organisation and Planning	Economic Performance
To improve efficiency from grassland	2.69	Organisation and Planning	Economic Performance
To improve the business financial status	2.37	Organisation and Planning	Economic Performance
To demonstrate good animal health & welfare	2.75	Animal Husbandry	Economic Performance
To improve soil health	2.72	Soil Management and Fertility	Environmental Quality
To enhance nutrient management efficiency	2.73	Soil Management and Fertility	Environmental Quality
To improve pesticide stewardship	2.83	Crop Health and Protection	Environmental Quality
To implement responsible waste management	2.65	Pollution Control and By-Product Management	Environmental Quality
To improve air quality	2.68	Pollution Control and By-Product Management	Environmental Quality
To improve water quality	2.62	Pollution Control and By-Product Management	Environmental Quality
To effectively employ GHG mitigation measures	2.48	Energy Efficiency	Environmental Quality
To improve energy efficiency	2.52	Energy Efficiency	Environmental Quality
To improve water use efficiency	2.41	Water Management	Environmental Quality
To source water sustainably	2.09	Water Management	Environmental Quality
To actively increase biodiversity	2.47	Landscape and Nature Conservation	Environmental Quality
To enhance management at a landscape level	2.63	Landscape and Nature Conservation	Environmental Quality
To improve well-being of management, staff and contractors	2.56	Community Engagement	Social Health
To build social capital	1.85	Community Engagement	Social Health
To demonstrate effective business marketing and communication	1.98	Community Engagement	Social Health

Figure 3 - Results: Business performance questions in survey of 964 contacts in the farming, food and hospitality Industries to IFE 2013





How Sustainable is your business?

What the farmers said:

Compared to five years ago (2008):

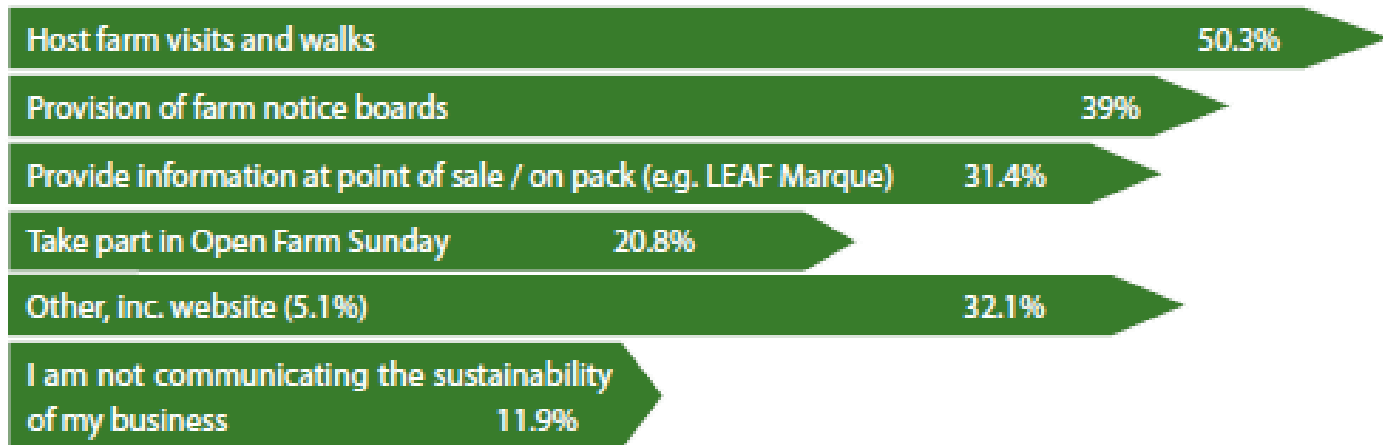
- 64.1% of respondents felt that their business was more financially sustainable**
- 80.9% of respondents felt that their business was more environmentally sustainable**
- 60.5% of respondents felt that their business was more socially sustainable**

Engaging the stakeholders

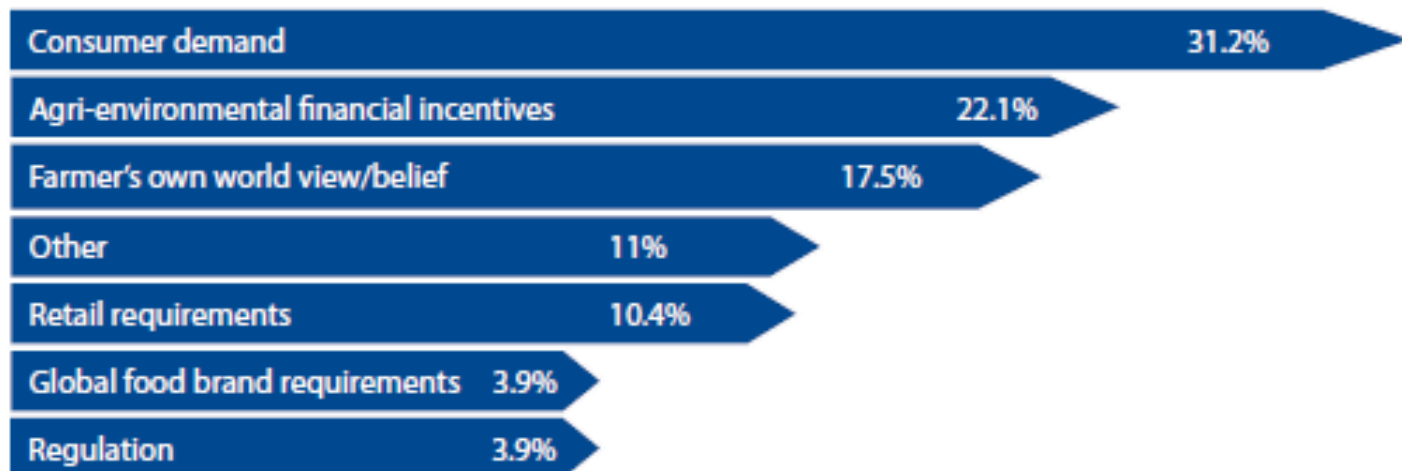




How are you communicating sustainability?



What are your key drivers?





Measuring What Matters

Sustainability in Practice

- the benefits

Significant **economic** benefits

Fuel bowzers and changes in machinery use reduced fuel costs by £5,000
IFM with min-till means 10% less use of machinery
recycling wastes – reduced disposal costs

Significant **environmental** benefits

Visible benefits for wildlife: bird species, field margin flora, new features
Increasing benefits to soils and water efficiency
improvements, water storage benefits
ideas for alternative energy or energy recycling

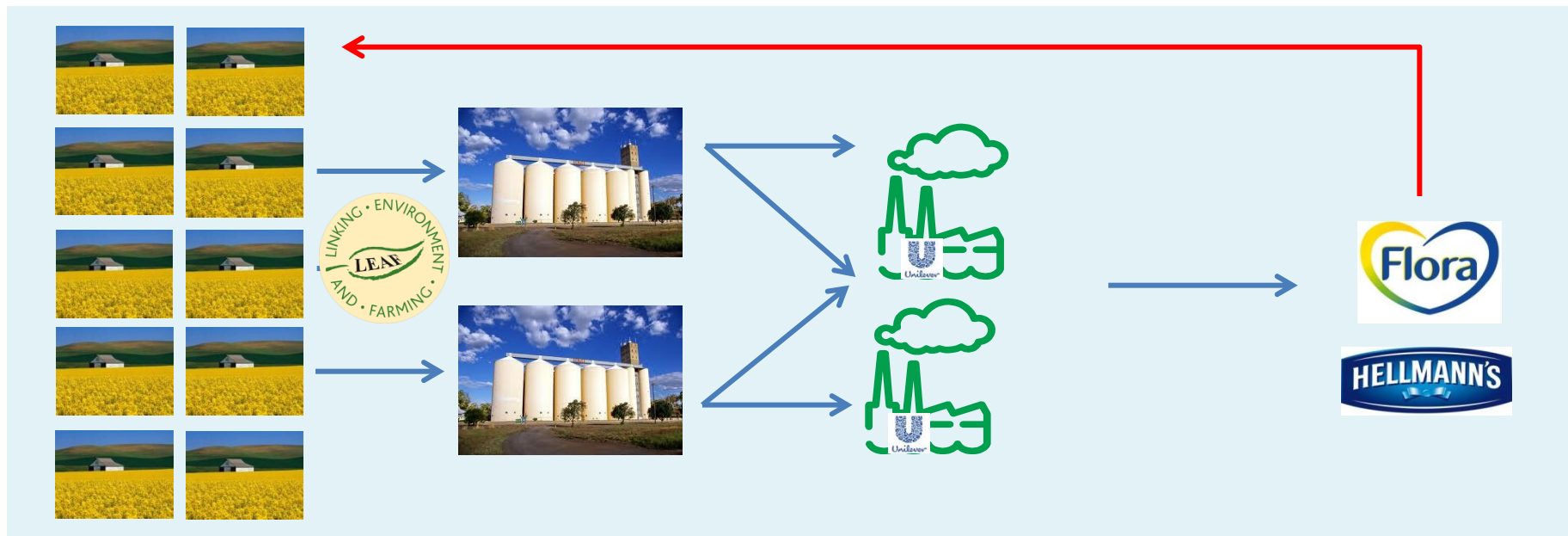
Significant **social** benefits

Over 90% members “improved understanding among the local community”
Members feel they are seen as ‘more approachable’, increasing people’s appreciation & tolerance of farming practices, and improving understanding



Business case for Sustainability

Finding the Right Partners



Farmers

Many farmers
supplying numerous
suppliers

Suppliers

Many suppliers
bulking material &
supplying different
SUs

UL Factories

Materials from
suppliers used at
numerous SUs, may
even produce same
SKU

End Product

If brands want to link
back to origin, how
do we know where it
comes from?



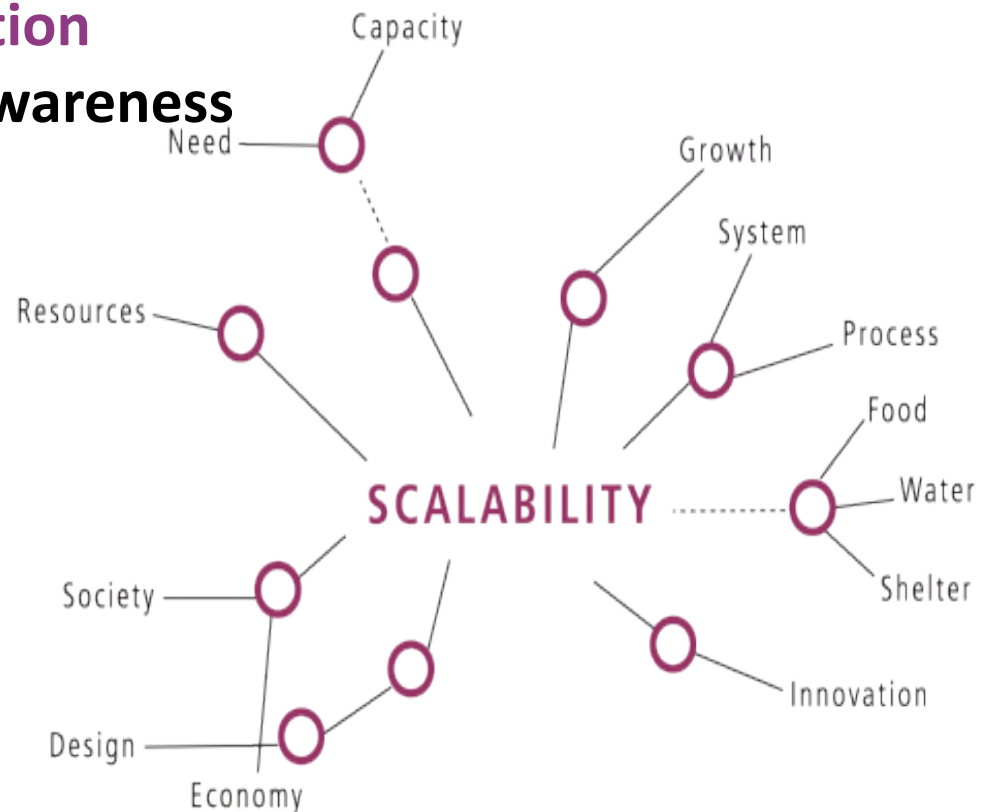
Annual Sustainability Reporting

- Monitor and Evaluate progress in economic, environmental and social performance
- Establish baseline trends against which to monitor future improvements
- Revisit headline indicators to develop sustainable metrics
- Continue to work closely with a range of stakeholders to ensure indicators are scientifically robust, practical, measurable and realistic
- Ensure SMART targets and outcome based – in order to consider impacts and trade-offs
- Annual reporting on regular date and timescale
- ISEAL accreditation



Key Aspects of Measuring What Matters *Sustainability in Practice*

- Build on what exists
- **Co-operation is essential**
- Integration - on-farm and along the food chain
- **Opportunity for harmonisation**
- Communication & raising awareness
- **Understand trade-offs**
- Knowing what to do when targets are not met
- **Scalability**





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Thank you

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