



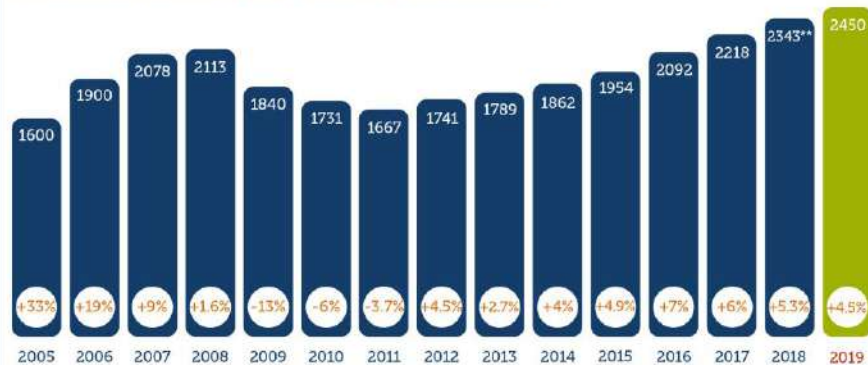
HELEN BROWNING

ORGANIC FARMER
AND
SOIL ASSOCIATION, CHIEF EXECUTIVE



UK Market Performance

2005-2019 UK sales of organic products in GBP(£) millions



Source: Soil Association Market Reports



market and export for
Triodos Bank

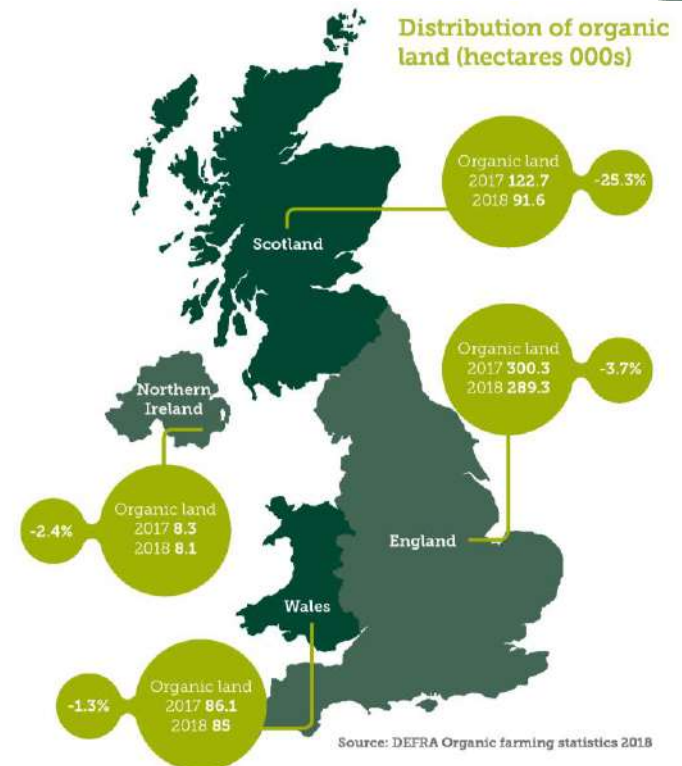
Organic Market 2020





Organic Farming in the UK

- Fully certified land decreased 9%
- Land in conversion up by 1%
- SA Cert stats for land in conversion up by 12%
- Consumer demand for meat lower but better quality
- Poultry and Eggs growth >10%
- New Agriculture Bill in UK
- Government support packages still awaited





Organic September 2019



Sales of organic reached £120m during the 4 weeks of September increasing the overall penetration across food & drink sales to 1.6%.



287 pieces of press coverage (+50% more than in 2018.)



44k views of Organic September webpages.

30 Sainsbury's stores participated in Organic September Saturday helping spread the organic message.



Instagram stories reach increased 400% in September



903k engagements with Organic September social media content



250 independent retailers took part throughout the month.



37k uses of #organicseptember across the month.

Events co-hosted on Facebook had a total reach of 33k.





Organic – the natural way to be more sustainable



Answering sustainability concerns for shoppers

- 37% say they are thinking more sustainably now
- 54% see the environment as a driver in their choices
- 34% would pay more for an “ethical” product
- 60% say packaging and plastic is a consideration when shopping



#OrganicMarketReport



@soilassociation



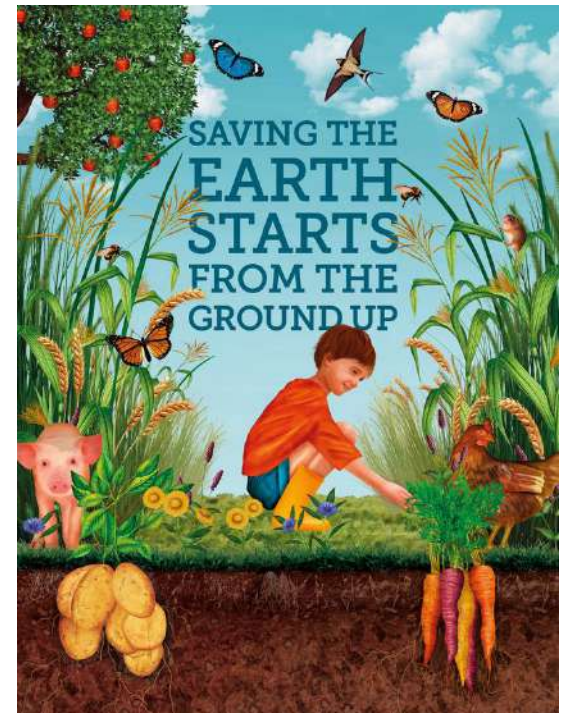
1940s 1946 	THE SOIL ASSOCIATION IS FOUNDED , following publication of <i>The Living Soil</i> by Lady Eve Balfour (written to help finance the research she was conducting on her farm).	1947 Soil Association assumes responsibility for the Haughley Experiment on Lady Eve's farm – this ground-breaking comparison of three types of farming ran until 1970.	DEATH OF SIR ALBERT HOWARD Arguably one of the most important figures in the movement, his work provided scientific evidence for the organic case.	1940s PESTICIDES: Soil Association starts alerting the public about the perils of DDT and other pesticides.
1950s 1950 THE PECKHAM EXPERIMENT concludes that health is more than just an absence of disease, and identified the crucial role played by the environment in promoting health. Proving how a preventative approach to health through education, nutrition and exercise is more effective than curing ill-health.		1953 SOIL FERTILITY, FOOD QUALITY: Health and the Soil Soil Association's first annual conference, takes place.	1950s Roger Mead leaves school to take up farming – the beginning of Yeo Valley.	1954 Henry Doubleday Research Association begins as a research garden. Later to become Garden Organic.
1960s 1960 EXPOSING THE TRUTH <i>Animal Machines</i> , a devastating critique of factory farming's appalling animal welfare, published by Soil Association member Ruth Harrison, turns the spotlight on intensive livestock farming.	1962 RACHEL CARSON PUBLISHES <i>SILENT SPRING</i> highlighting environmental concerns and eventually helping to secure a ban on DDT.	1965 Mary Langman sets up Wholefood in Baker Street, the first organic shop.	1966 The McGarrion Society founded to promote ideas on the relationship between diet and health and overcome medical scepticism.	1967 Soil Association first sets standards for organically-produced food, giving guidance on animal welfare, soil stewardship and food quality. Farmers are required to sign up to follow a code of practice.
1970s 1970s West Wales group of the Soil Association formed by pioneering new farmers and growers.	1972 Soil Association is one of five founding members of IFOAM (International Federation of Organic Agriculture Movements) to co-ordinate the activities of the organic movement internationally.	1973 Soil Association President E.F. Schumacher publishes <i>Small is Beautiful</i> – a study of economics as it people mattered.	1973 SOIL ASSOCIATION CERTIFICATION SCHEME IS LAUNCHED Aspal's (apple juice) is our first licensee.	1973 Organic Farmers and Growers founded as a marketing co-operative for organic produce.
1980s 1980 First organic growers conference, organised by Peter Seeger, which later led to the founding of the Organic Growers Association.	1980 Organic Research Centre established at Elm Farm.	1982 British Organic Farmers founded as a professional farmers group in the organic movement. Merged with the Organic Growers Association in the 1990s and later into the Soil Association.	1983 FULL BAN OF DDT after years of campaigning and evidence.	1985 Soil Association moves to Bristol from rural Suffolk, which marks the start of a more assertive campaigning style.
1990s 1991 Jan and Tim Deane set up the first UK organic box scheme, Northwood Boxes.	1992 HRH The Prince of Wales founds Duchy Originals, with profits supporting the Princes' Charities. Duchy Originals later partners with Waitrose.	1992 Soil Association's Responsible Forestry Programme starts, followed by Woodmark (FSC scheme) in 1994.	1995 Patrick Holden becomes Director of the Soil Association (until 2010).	1997 GM-FREE ZONE Soil Association challenges the government and GM seed companies over genetic manipulation – merdy-for-profit and bans GMOs in our standards.
2000s 2000 Soil Association campaigns for vaccination to stop Foot and Mouth (now the accepted best response).	2000 WORKING FOR WILDLIFE: Soil Association publish a joint report with WWF that cites 41 scientific studies showing that organic farming supports more wildlife than non-organic farms.	2002/3 Soil Association publishes ORGANIC STANDARDS FOR TEXTILES AND HEALTH & BEAUTY providing certification in these new sectors. Later founder member of GOTS (Global Organic Textile Standards).	2003 Soil Association and school cook Jeanette Cragg begin <i>Food for Life</i> to champion healthy food and cooking skills for school children. Supported by Jamie Oliver, the campaign secures an extra £280m in 2005 from the Gov. FYI later receives £16.9m from the Big Lottery.	2004 Tothurst Organic first to attain "Stockfree Organic" symbol.
2010s 2010 Helen Browning becomes CEO of Soil Association.	2011 SAVE OUR ANTIBIOTICS Soil Association, Compassion in World Farming and Sustain join to form the Alliance to Save our Antibiotics.	2012 FIRST FARMER-LED FIELD LAB The Duchy Future Farming programme funds the first farmer field lab.	2013 A ban on advertising antibiotics to UK farmers – due in part to Soil Association campaigning.	2015 LAUNCH OF INNOVATIVE FARMERS Funded by the Prince of Wales' Charitable Foundation and in partnership with Waitrose Duchy Organic – the network puts farmers in the driving seat of agricultural research, enabling them to find kinder, more sustainable ways to farm.
2010s 2010 Soil Association launches farm animal welfare project <i>Assured</i> with Bristol University and RSPCA and is founder member of COSMOS (organic and natural cosmetics).	2011 SAVE OUR ANTIBIOTICS Soil Association, Compassion in World Farming and Sustain join to form the Alliance to Save our Antibiotics.	2012 FIRST FARMER-LED FIELD LAB The Duchy Future Farming programme funds the first farmer field lab.	2013 Neoniconitnoids suspended after Soil Association and others campaign to save our bees.	2014/16 Research shows positive nutritional difference in organic crops, dairy and meat.



70 YEARS OF THE ORGANIC MOVEMENT

WHY DOES THE SOIL ASSOCIATION CHARITY EXIST?

- To restore nature, health and a safe climate, from the ground up.
- With our members support, we are campaigning for change in the world, and researching, developing and testing solutions to make that change possible.
- Our current focus for 2020 is geared around COP26 in November. To transition to nature friendly farming systems for the climate.
- Our 12,000 charity members are driven by wanting to make a difference. They donate and take actions on our campaigns.



FROM THE GROUND UP

Soil Association's Work
and Impact Report 2019



WHY?

WE'RE WORKING TO TRANSFORM THE WAY WE EAT, FARM AND CARE FOR THE NATURAL WORLD TO REVERSE CLIMATE CHANGE, RESTORE NATURE AND RESTORE HEALTH

HOW?

WE CAMPAIGN AND INFLUENCE DECISION MAKERS WITH ROBUST EVIDENCE TO MAKE THE CASE FOR CHANGE AND WORK ALONGSIDE FARMERS AND COMMUNITIES TO DEVELOP AND DELIVER SOLUTIONS WITH LASTING IMPACT.

WHAT?

FARMING FOR THE FUTURE
WORKING WITH NATURE IN WAYS THAT STAND THE TEST OF TIME

GOOD FOOD FOR ALL
MAKING GOOD FOOD THE EASY CHOICE FOR EVERYONE

CERTIFICATION: ENABLING CHANGE
MAKING ORGANIC FOOD AND FARMING AND SUSTAINABLE LAND USE THE NORM

THE VISION - WHAT WILL THE WORLD LOOK LIKE?

- ZERO CARBON FARMING SYSTEMS TACKLING **CLIMATE CHANGE**
- HEALTHY LIVING **SOILS**
- MORE TREES PLANTED IN FIELDS (**AGROFORESTRY**)
- FARM ANIMALS LIVING A **GOOD LIFE**
- ORGANIC FARMING IS 'NORMAL' AND OTHERS FOLLOWING USING **AGROECOLOGICAL** PRINCIPLES
- FARMERS ARE RECOGNISED AND SUPPORTED AS **INNOVATORS**
- PEOPLE ARE MAKING A **GOOD LIVING** FROM THE LAND

- **CHILDREN** EATING, COOKING AND GROWING GOOD FOOD AT SCHOOL AND NURSERY
- PEOPLE GROWING, COOKING AND EATING TOGETHER IN **LATER LIFE**
- **HOSPITALS** ARE CHAMPIONS OF GOOD FOOD
- GOOD FOOD IS THE NORM IN **PUBLIC PLACES**
- GREAT FOOD IS AN EASY CHOICE FOR FAMILIES ON THE **HIGH STREET**
- GOOD FOOD IS A CORE PART OF THRIVING **TOWNS AND CITIES**
- **LOCAL FOOD** PRODUCERS ARE CONNECTED TO SCHOOLS AND HOSPITALS

- MORE PEOPLE GROWING, MANUFACTURING AND USING **ORGANIC**
- **CITIZENS** CAN TRUST THE PRODUCTS AND SERVICES THEY BUY
- **SUSTAINABLE FORESTS** WITH THRIVING COMMUNITIES ACROSS THE GLOBE
- REGULATORY AND **GOVERNMENT** SUPPORT FOR ORGANIC **FARMERS AND GROWERS**
- **ASSURANCE SCHEMES** MEAN MORE BUSINESSES USE SUSTAINABLE AND ZERO CARBON APPROACHES
- BUSINESSES HAVE TRANSPARENT **SUPPLY CHAINS**

Soil Association Strategy to 2030



Why?

To restore nature, health and a safe climate, from the ground up

How?

Through a ten-year food, farming and forestry transition

A ten-year farming & land use
transition to agroecology and
sustainable forest management

A ten-year transition to healthy and
sustainable diets for all and a radically
reduced fashion and forest footprint

Citizenship

Policy Influencing and strategy communications

Networks and partnerships

Research and knowledge

Innovation from the ground up

Certification

Supply chain assurance and integrity

We will seek to influence throughout the change curve, to help create the “new normal”

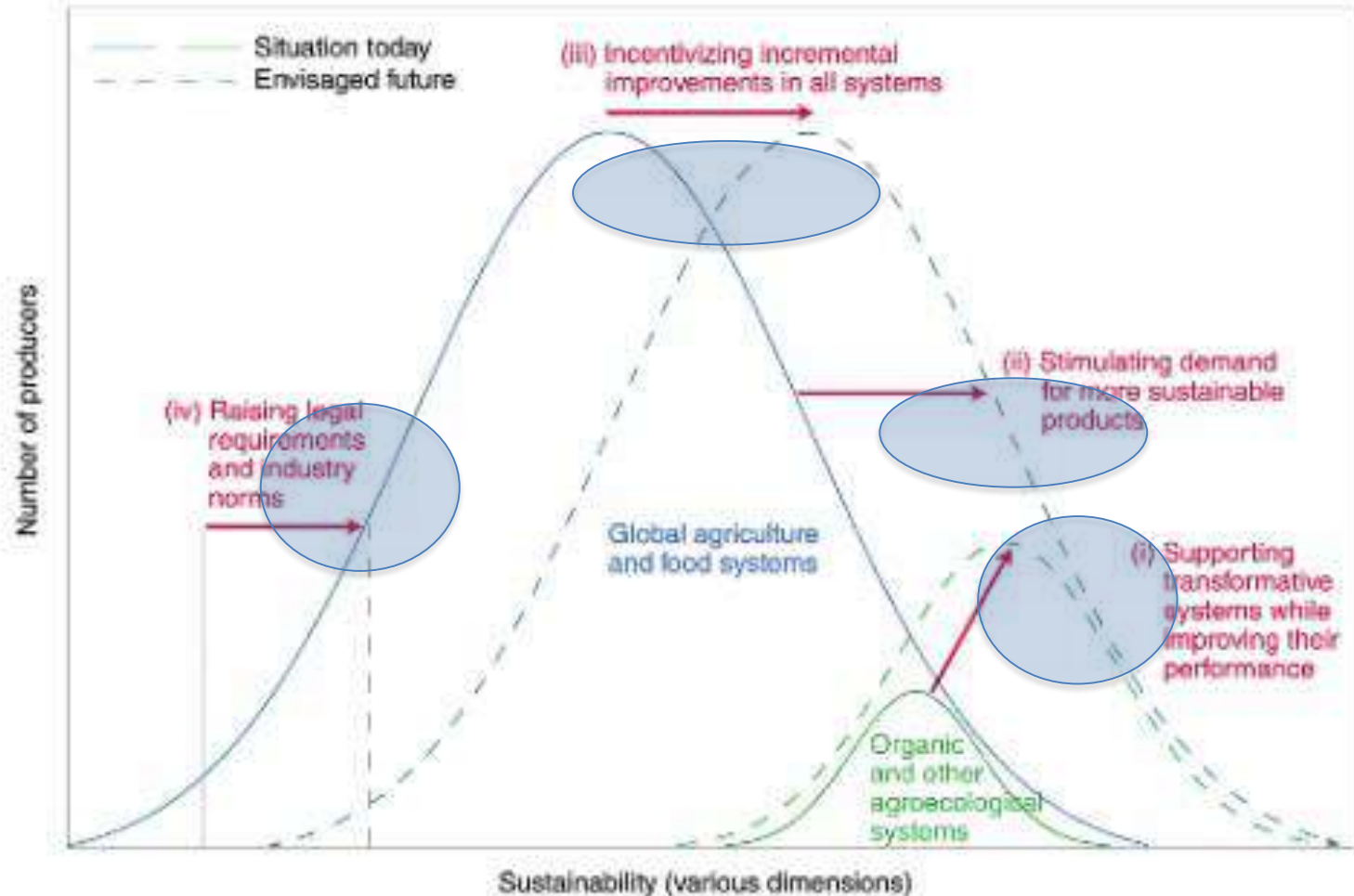


Fig. 1 | Policy interventions (red arrows) to drive sustainability in agriculture and food systems.

New Frontiers

Opportunity assessment and investment case development for:

- Knowledge and Innovation Hub
- Landscape Ecosystem Services
- Global Supply Chain Integrity
- UK supply chain re-engineering

About the Innovative Farmers partnership

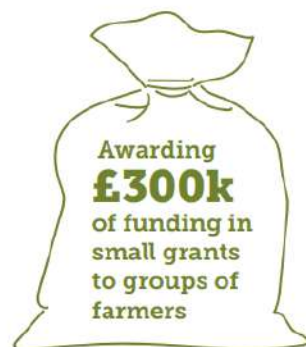


Since 2012 we've launched over
100 farmer-led
research projects across the UK

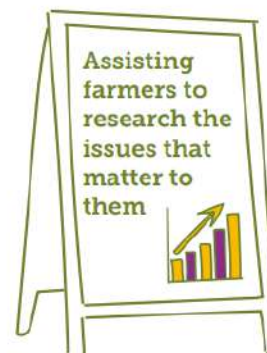
Making ideas a reality
on a wide range of topics including:



- Cover crops
- Minimising antibiotics
- Reducing nutrient run off
- Soil amendments
- Non-chemical weeding
- Diverse leys
- Compost tea
- Alternative proteins
- Intercropping

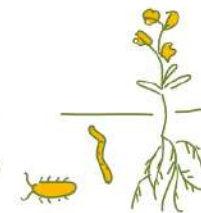


Awarding
£300k
of funding in
small grants
to groups of
farmers



Assisting farmers to research the issues that matter to them

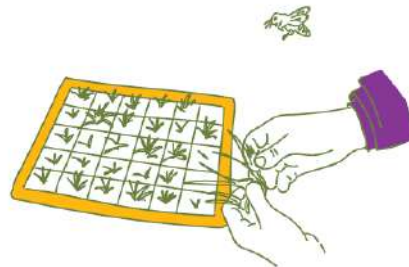
Our network has more than
300 farms
actively involved in field labs



How Innovative Farmers works



Farmers are matched with a researcher and a coordinator. Together they turn an initial idea into a field lab to explore a challenge or trial a new farming practice



The group analyses the findings and identifies what has been discovered. The results are shared with the farming community, online and in the media

Farmer led research makes a difference:

25% of farmers said
they made changes to
their farming practices
after taking part

60% of farmers
said they had learned
significantly

98% of participants
would recommend
Innovative Farmers





Soil Association Certification

UK's largest organic certification body

Certifying 70% of food and drink products in the UK

Awards the Soil Association symbol to give recognition for high quality organic food and farming

Early adopter of organic textiles and health and beauty schemes

Committed to working in partnership internationally

Delivers business support and marketing platforms in support of organic market growth





A broad certification offer

Soil Association organic food and farming

EU organic food and farming

Canadian organic food and farming (COR)

Global organic textiles standards (GOTS)

Organic Exchange for textiles

Organic cosmetic standards (COSMOS)

Soil Association Woodmark

SA organic textiles (hides & leather)

SA organic health & beauty products

SA organic catering

Food For Life Catering Mark

Soil Association Ethical Trade

Approved inputs

Fair for Life





FOOD FOR LIFE

MAKING BRITAIN HEALTHIER THROUGH FOOD

Soil Association Group Induction

Making Britain healthier through food – our vision



We want to make **good food** the **easy choice** for **everyone, wherever** and **wherever** they are.

“ Food for Life is one of the most inspirational social experiments of our time ”

Prof Kevin Morgan

Senedd Paper for the National Assembly for Wales, 2015



What does good food mean?



A healthy and sustainable diet:

less high fat/salt/sugar processed food and less but better quality meat, more fruit and vegetables, whole grains and sustainable fish.



Quality food you can trust:

more fresh, local, seasonal, sustainable food, with low climate impact and high welfare standards.

Eating together:

more opportunities for social contact through food, building families and communities and tackling loneliness.




Our impact



For every £1 invested in Food for Life Served Here menus, the social, economic and environmental return on investment for the local authority is




45% 
of parents report eating more vegetables as a result of the Food for Life programme.

Free school meal take-up increased by an average of **13%** points in Food for Life Schools 

Pupils in Food for Life schools

twice

as likely to eat five or more portions of fruit and vegetables a day 

twice 

as many primary schools received an Outstanding Ofsted rating after working with Food for Life.



Where are we now

- Campaigns, shine spotlight on problems e.g. Out To Lunch
- Programmes: Public Health commissions, and other programmes with a focus on intergenerational work – old people and young people connecting through food
- Flagship schemes: Schools Awards and Food for Life Served Here
- Focus on hospitals as health-promoting environments
- Looking at the impact our approach has on childhood obesity in urban areas



A world where it's normal for people of different ages and backgrounds to come together, form friendships and take action on good food, for mutual benefit.



The Sustainable Food Cities approach is about...

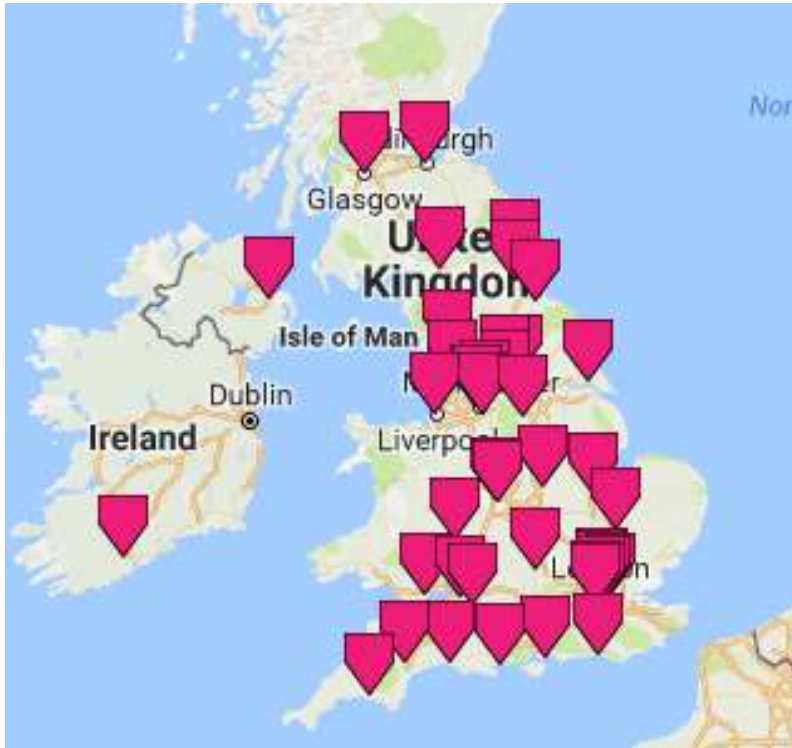
- Creating a city-wide **cross-sector partnership** of public agencies (health, environment, economy), businesses, NGOs, community organisations and academic bodies.
- Developing a **joint vision** and **common goals** on how healthy and sustainable food can become a defining characteristic of their city.
- Develop and implementing an **action plan** that leads to significant measurable improvements in all aspects of food, health and sustainability.

“It is about completely re-imagining, and ultimately reshaping, a city (or town, borough, district, county) through the lens of good food”

Funded by



55+ Network members



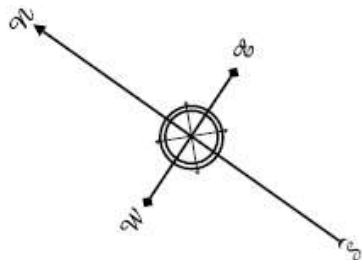
Working across six key issues:

1. Promoting healthy and sustainable food to the public.
2. Tackling food poverty and increasing access to affordable healthy food.
3. Building community food knowledge, skills, resources and projects.
4. Promoting a vibrant and diverse sustainable food economy.
5. Transforming catering and food procurement.
6. Reducing waste and the ecological footprint of the food system.

www.sustainablefoodcities.org / @FoodCities



Eastbrook Farm Field Map



Eastbrook Farm
The Calf House
Cues Lane
Bishopstone
Swindon
Wilts SN6 8PL
T: 01793 790460
W: www.helenbrowningorganics.co.uk



Map design and graphics by Greyarc Solutions www.greyarc.co.uk





















LIVE FOR TODAY • FARM FOR TOMORROW

HELEN BROWNING'S



RECYCLE
FRIENDLY CARD

UK
FREE RANGE

SUPPORTING
BRITISH FARMS

184g e



ORGANIC SMOKED STREAKY BACON

Dry cured British free range
organic pork.

KEEP REFRIGERATED
USE BY

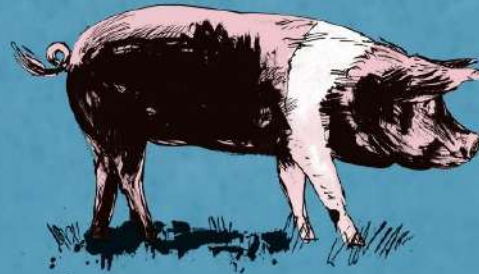
LIVE FOR TODAY • FARM FOR TOMORROW

**HELEN
BROWNING'S**

'Anyone who has any interest in what
we eat should read this book'

MONTY DON

pig



tales from an
organic farm

HELEN BROWNING

with TIM FINNEY



THANK YOU