

The Soil Circle^o



Soil Association



CHARLES SAINSBURY-PLAICE/ABERHYDDNANT FARM

An invitation to join the Soil Circle^o

The Soil Association was founded in 1946 by a visionary group who identified the vital connection between our soil, our food and the health of people and the planet. Today, we are all aware of the urgent need to safeguard our planet by nurturing its precious life support systems, including our soil

The Soil Association's heritage and unique philosophy continues to bring together everyone, from farmers to consumers, who share the belief that sustainable food and farming is of fundamental importance.

I have seen firsthand the Soil Association's commitment to a holistic approach – which encompasses every step from influencing decision makers at the highest level to working with children and families at community level – and how it works to inspire and transform food culture.

The purpose of the Soil Circle is to bring together and recognise the importance of donors who regularly dedicate between £1,000 and £5,000 to support key areas of the charity's ongoing work:

- Education and awareness
- Policy and campaigns
- Sustainable food and farming

As a founder member of the Soil Circle, I am proud to invest in one of the most forward-thinking movements of our time. I am rewarded with an exclusive insight into the significant impact of my support and a deeper connection with a cause that I care passionately about.

If you value the Soil Association's work, I urge you to consider joining the Soil Circle. Thank you.

A handwritten signature in black ink that reads "Roger Cadbury".

Roger Cadbury

Soil Circle founder member



FOOD FOR LIFE PARTNERSHIP/ST KATHERINE'S SCHOOL

Education and awareness

Our founding principle was to educate people about the connection between soil, food, the health of people and the planet. It remains the key to creating a new generation of active, informed citizens and our educational work is more vital than ever

The Soil Association-led Food for Life Partnership transforms school meals and food culture by reconnecting young people with where their food comes from and by inspiring families and communities to grow and cook.

We work with organic farmers across the UK to create a network of farms for people to experience, and with schools to ensure that every primary school child can visit an organic farm.

Our Organic Farm School courses enable people of all ages to learn practical skills in growing, raising, preparing and preserving food from organic farmers.

Our Organic Apprenticeship scheme allows the next generation to learn their trade from experienced farmers and growers. A donation of £3,000 can help an apprentice complete their two year training.

We work tirelessly to raise awareness of climate-friendly farming. Events which celebrate the benefits, including supporting biodiversity and high animal welfare standards, also help us get our message across. Gifts of £4,000 from Soil Circle members have enabled us to host high profile debates in partnership with the Royal Society of Arts and our popular Lady Eve Balfour memorial lectures.

'Food is so much more powerful than many of us realise and what happens in school has a huge impact on the local community.'

Jeanette Orrey, school meals policy advisor to the Soil Association



REX FEATURES/ADRIAN SHERRATT

Policy and campaigns

Our campaigns have consistently challenged the industrialisation of food and farming and promoted the benefits of sustainable alternatives. We are a force for positive change – working at all levels to promote our campaigns to policy-makers, the media and the public

We work hard to keep agriculture high on the political agenda, representing the organic movement at local, national and international levels.

Our policy reports have been ahead of their time on a range of issues from antibiotics to school dinners.

Support for our campaigning work enables our team of experts to research and publish a series of briefings for the media and policy-makers. Our investment in each briefing is around £5,000 and we use the results to press for action and change.

We work in partnership with others to highlight essential issues and recommend solutions.

We empower citizens to make informed decisions about the products they choose and to take action by adding their voice to petitions and lobbying decision makers. It costs around £3,000 to develop and launch the digital element of a campaign which can reach and inspire thousands of people.

'The question we should really be asking is not, can we afford organic food, but can policy-makers afford to carry on playing down the potential of organic farming's contribution to food security and tackling climate change?'

Peter Melchett, Soil Association policy director



TERRY ROOK/STROUD COMMUNITY AGRICULTURE

Sustainable food and farming

We dedicate a wealth of practical advice and expertise to supporting farmers and growers who adopt organic and low carbon practices. We work with communities to make local and organic food available to all by developing innovative ways of connecting people to the source of their food

There is an urgent need to build a more sustainable food future and this demands action and innovation.

We are achieving this by supporting the wider organic sector with advice, training and support and through representation at all major agricultural, environmental and food industry forums. We have made organic food available on the high street and supported the rising popularity of farmers' markets and box schemes.

Your support helps us to invest in further innovation and greater access. For example, a gift of £2,000 can help a primary school set up their own school-yard farmers' market.

Our Local Food team is engaging communities in Community Supported Agriculture (CSA) – a resourceful approach which enables people to enjoy fresh, local and seasonal food. By partnering with a local farm, members of the CSA share the risks and rewards of the harvest.

People are increasingly interested in the provenance of their family's food when they step outside their own home. Our 'Food for Life Catering Mark', adopted by leading caterers, is an accreditation scheme which gives thousands of customers that reassurance.

'Lend us your support and become part of the food movement for change. By doing so, you will be preparing the planet for a healthier and more sustainable food and farming future and enhancing the quality of your life.'

Monty Don, Soil Association president



SIMON STRINGER

Join our Soil Circle^o

Soil Circle members are at the heart of our movement. Members are asked to make a commitment of between £1,000–£5,000 a year to support key areas of our work:

- Education and awareness
- Policy and campaigns
- Sustainable food and farming

We understand that the greatest benefit we can offer you is to inspire actions which continue to transform food culture, enabling us to achieve a future where the limits of our planet's resources are respected and managed in ways that can nourish us in perpetuity.

To demonstrate how your support helps to make this vital difference, you will be invited to attend special events throughout the year. You can see firsthand the work that you make possible and the impact it has.

The Soil Association is proud to be a charity defined by our members. In addition to the benefits all our members enjoy, you will receive tailored updates to give you a deeper insight into the range of work that you support.

The Soil Association is committed to securing the sustainable food future that we all urgently need. We cannot do this alone. Please join us and be part of one of the most fundamental movements for change of our time.

Thank you.

'Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has.'

Margaret Mead



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Soil Association

South Plaza
Marlborough Street
Bristol BS1 3NX

T 0117 314 5000

F 0117 314 5001

www.soilassociation.org

Registered charity no. 206862

Soil Association Scotland

Tower Mains
18c Liberton Brae
Edinburgh EH16 6AE

T 0131 666 2474

F 0131 666 1684

www.soilassociationscotland.org

Registered charity no. SC039168