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# OUR <sup>2017</sup> WORK



Transforming the way  
we eat, farm and care  
for our natural world

## Introduction

It has been an extraordinary year and I'm proud of the way we have responded to the twists and turns of an ever-changing political environment. We have sought to use this 'unfrozen moment' as an opportunity to set out a compelling vision and to position the UK as leader in food, farming and environmental policy making. As a charity with organic principles at our core, our campaigning and delivery work spans food culture and health, biodiversity, animal welfare, farming, forestry and much more. This broad and deep perspective has allowed us to play an important role in brokering across interest groups.

Given how many organisations and individuals are working hard on post-Brexit farm and food policy, we have concentrated our detailed policy efforts on the issues where we have special expertise and experience, or which may otherwise be left neglected. There are eight of these: organic farming, of course; soils; public procurement; children's food; animal welfare/antibiotic abuse; zero carbon farming; farmer led innovation and hospitals as beacons of good food. As you will see in this review, we have made progress in all these areas this year,

and we will have our work cut out going forward to do them all justice.


The additional support from donors who have pledged funds for three years as part of our 70th anniversary appeal has allowed us to increase our policy capacity at this crucial time. We are overwhelmingly grateful for their confidence and generosity. This was the year too, when the philanthropy of the Spear Charitable Trust enabled us to purchase our new HQ in Victoria Street, which staff are very much looking forward to moving into next May.

So, it is to all our funders that I dedicate this review; the many trusts and foundations, the businesses that choose to work with us, our members, who provide so much of our unrestricted income, and the individuals who support us at a higher level. The Soil Association is in a pivotal position, working constructively with our many friends and partners, to enable change right now, to not just ensure that organic food and farming has a vibrant future, but to transform the way we eat, farm and care for nature. This is the time to invest in a better future, for this and future generations.

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**Helen Browning OBE, Chief Executive**





## What we do and why it matters

**We are the UK's leading food and farming charity and ethical certification body.**

The Soil Association was formed in 1946 to transform the world into a place where we can all farm, eat and live healthily in balance with the environment.

The world's resources are being put under increasing pressure by overconsumption and poor farming systems. This is why we work with farmers, growers and researchers to find pioneering and practical solutions to today's farming challenges. We're also making good food the easy choice for everyone, from children in schools, to older people in care homes. And we're inspiring millions of people to take their own step towards a healthier, happier future.

**Food For Life** – we work to make good food the easy choice for everyone whoever and wherever they are

**Facing the Future** – we support farmers and growers to research and tackle the most serious food and farming challenges

**Enabling Change** – we engage with thousands of businesses, from organic farmers and processors, to caterers and foresters, to bring our principles to life

**We operate as a charity and as a not-for-profit business through Soil Association Certification. Together, along with our supporters, we champion a world where people, farm animals and nature can thrive.**

## What we've achieved at a glance

Thank you for the support you've shown us this year. Here's a look at what you've helped us accomplish from April 2016 to April 2017.

In 2016, we changed UK policy by giving key evidence to the first ever Select Committee inquiry into soil health which sparked parliament's first **Westminster Hall debate on soil health and protection**. In response, the Government announced its intention to halve the subsidies paid on soil-damaging maize grown as biofuel. This success has redoubled our resolve to work towards a complete end to the subsidies.



We have responded to the challenges presented by **Brexit**, standing up for the issues that matter deeply to our members and licensees. We've put forward practical, positive solutions for the UK's future farming and food policy. Our work has ranged from undertaking field-based research with the Innovative Farmers network, to ensuring that organic farmers receive fair payments through the EU's Rural Development Programme (RDP).

We launched the **Food for Life Better Care** project which uses good food to **improve health** and **reduce the isolation** faced by many older people. The Big Lottery Fund granted us £1.25 million to spend on creating links between the generations by involving our Food for Life schools in communal activities like cooking, growing and shared meals.



As of this spring, the **AssureWel** project has meant that over 11,000 dairy farms and over 200,000 cows are **benefiting from assessment against welfare outcome measures**. The project won the TP Organic Innovation Award for its work in "improving farm animal welfare".



**Sustainable Food Cities** now has **50 members**. The movement is looking to create cities where every nursery, school and college, every hospital and care setting, every restaurant and workplace canteen serve healthy and sustainable meals.

## Making waves

**Out to Lunch's** army of secret diners descended upon the UK's most popular attractions throughout 2016, uncovering a whole host of unhealthy pre-packed lunchboxes. The story was picked up by BBC Breakfast and all major broadsheets, reaching 39 million people. After receiving the lowest score, the Natural History Museum decided to completely redevelop their restaurant and menu.

**Organic September**, sought to encourage buyers to look for the Soil Association logo. The campaign was picked up by leading national newspapers and reached 32 million people. Social media engagement reached a further 28 million people. This led to a 7% increase in sales of organic products during September – a fantastic boost for our organic licensees.

**Campaign for Clarity** received extensive coverage by leading media outlets such as Huffington Post, The Guardian and Vogue. Our petition for brands to come clean about beauty has gained thousands of signatures and is still growing. We're looking to build on this momentum to make a big difference to the way beauty products are marketed to the public.

**Organic Market Report** caught the attention of the press when it revealed that sales of organic products had increased by a massive 7.1%, reaching the highest levels since the 2008 recession. The report was picked up by major publications, such as The Daily Mail, Country Life and Horticulture Week, reaching 7 million people.



## Our future

We're looking forward to building on the many successes from 2016. Here are some of our plans for 2017:

### Brexit

There's no doubt Britain's withdrawal from the EU poses major risks to the future of food and farming. We've published a major report naming game-changing proposals that we believe should be included in Britain's future agricultural policy. In the coming year, we'll continue to contribute evidence to parliamentary inquiries and to campaign for the government to put food, farming and the environment at the heart of it's agenda.

### Zero carbon farming

From 2050 the UK needs to cut greenhouse gas emissions to zero. Over the next year we'll continue to lobby Westminster to give us commitments to reducing agriculture's carbon footprint.

### Funding farmer innovation

We will continue to call on the Government to commit to a dedicated agricultural innovation fund to be spent on farmer-led research, as the best agricultural ideas come from farmers.

### Soil

Healthy soils are essential. Over the next year, the Soil Association will be running a series of GREATsoil workshops and field labs, offering practical advice on soil enrichment and crop rotation.

### Support for organic farming

We will be encouraging greater governmental support to increase the number of farmers converting to organic.

### Antibiotics

Hoping to build on momentum from 2016, The alliance to save our antibiotics is campaigning for a dramatic reduction in the use of 'critically important' antibiotics.

### Labelling

With Compassion in World Farming and the RSPCA, we are launching the Labelling Matters Campaign to encourage mandatory method of production labelling for the meat and dairy industries.

### Children's food

We will relaunch our flagship Food for Life Schools and Early Years Award programmes, making them more accessible for schools, nurseries and children's centres.

### Forestry

We're developing a new training programme for forest managers, policymakers and auditors, to engage more foresters across the world.

### Catering

This September we will relaunch our Catering Mark as Food for Life Served Here. The relaunch will help build awareness of an award that recognises caterers for the local, fresh and nutritious food that they serve.

# FOOD FOR LIFE



Prevention pays and preventing poor diets is the single most important investment we could make for our country's health. Good food – healthy, sustainable, eaten together not alone – holds the key to healthier people, a healthier economy and a healthier environment.

## Our 2017 highlights

- Over 1.7 million meals are served to Food to Life Served Here standards everyday. This means that now, more than ever, people have access to nutritious, fresh and sustainable food.
- When the Government outlined plans to stop Universal Infant Free School Meals, we sprang into action with the Jamie Oliver Food Foundation and Sustain. The proposal was dropped from the Queen's speech. Our quick action prevented kitchen closures, job losses, and junk-filled packed lunches.
- The Food for Life School Award is an endorsement for schools that support pupils to eat well and enhance their learning with cooking, food growing and farm links. This year we reported a 20% overall increase in the number of schools receiving the Award.



“Food is a measure of how well or how badly we are doing as a society, and it should be measured by how well the poor are doing, not the rich. Geoff Tansey, Chair of the Fabian Commission on Food and Poverty and Curator of the Food Systems Academy

## Food for Life Schools: making good food the norm



**Food for Life helps pupils learn about cooking, growing and where their meals come from. This not only inspires young people to eat differently, it also helps to build local food economies, benefitting communities and farmers.**

Greenfields Community School in Nottingham works closely with Food for Life to use food to create positive change in the wider community. To reach out across the neighbourhood, Greenfields has invited parents to attend joint cookery classes with their children. As well as using food to bring children and their parents together, the classes are responsible for providing practical advice on anything from shop budgeting, to how to pack a nutritious school lunch. They even produced a recipe book, which included recipes from staff, parents and pupils.

This positive partnership lives on beyond the school gates, inspiring children and parents to repeat good food successes at home.

**Food for Life can help children's understanding of food, but also an understanding of the world around them. It helps them to think about the fact that we only have one planet and we need to cherish that.**  
**Jeanette Orrey**

## Our hospitals: challenging the status quo



Good food is the cornerstone of good health, and when you're unwell, it's even more vital for a good recovery. Food for Life is helping hospitals to lead by example by improving the wellbeing and welfare of staff, patients and visitors.

Warwick Hospital has seen some big improvements since the introduction of Food for Life. After attending one of our "Give it a Grow" workshops in March, they transformed an area of disused land into a beautiful herb garden which provides an oasis of calm to staff and patients. The hospital's Secret Garden, free for anyone to use, inspired staff to grow their own food, which also gave them space to relax and de-stress from their hectic working day.

And it's not just green spaces that have been transformed: the hospital's food has also had a makeover, with an outstanding salad bar and more nutritious snacks now on the menu. The swapping of existing snacks for healthy treats has been the biggest success – with busy staff now able to choose nutritious quick fixes.

With help from Food for Life, South Warwickshire NHS trust has helped put good food and staff wellbeing at the heart of hospital life.

**For full references and evaluation reports, visit:**  
**[www.foodforlife.org.uk/impact](http://www.foodforlife.org.uk/impact)**



## Sustainable Food Cities: changing the focus

The Sustainable Food Cities programme which is led by the Soil Association, Sustain and Food Matters, helps 50 cities take a joined-up approach to tackling some of today's most urgent food-related challenges. Food pioneers across these cities are paving the way for a whole new way of thinking about food. Each Sustainable Food City is different, with the focus being very much on the most pressing regional challenges and needs. Through our local focus, we are seeing real change taking place as communities work in partnership with food producers, processors and retailers.

One of the ways the Sustainable Food Cities programme is driving long-lasting change is by addressing the needless disposal of good food. In response, 'The People's Fridge' in Lambeth was launched in 2016. The initiative allows traders, food businesses and the public to share their excess food with those in need. Through this initiative, and others like it, we are not only dealing with the growing phenomenon of food waste but we're stopping some of the most vulnerable people in our communities from going hungry.

**The achievements don't end  
here - to find out more visit:  
[www.sustainablefoodcities.org](http://www.sustainablefoodcities.org)**

## Out to Lunch: transforming attractions

A week after the Government announced its much-weakened plan to tackle childhood obesity, Out to Lunch released findings on the lack of healthy food being offered to children at the UK's top visitor attractions. Secret diner families went undercover in 20 locations including Stonehenge, Alton Towers and London Zoo (where one lunchbox included up to 36g of sugar – 189% of a child's daily allowance!).

Out to Lunch gave attractions that topped the league table, like the Eden Project, the opportunity to celebrate the locally sourced, seasonal and organic ingredients used in their food, whilst the National History Museum chose to close their restaurant to redevelop their menu. Their caterer, Benugo, has since launched a new children's menu featuring more veg and healthier puddings.

Out to Lunch has proven how, by working directly with businesses, we can quickly change the way millions of families experience better food.

**[www.foodforlife.org.uk](http://www.foodforlife.org.uk)**

**Read more about the campaign:  
[www.soilassociation.org/OTL](http://www.soilassociation.org/OTL)**

**“ The Out to Lunch survey is a great asset in helping us identify our successes and areas for improvement as we work to provide a quality experience for customers at the Millennium Gallery Café.**

**Kim Streets,  
Chief Executive of the  
Millennium Gallery, Sheffield**





“ Many of the farmers here have different methods for making their farms viable. Whether organic or conventional, this is about us learning from each other and sharing ideas.  
John Pawsey,  
Shimpling Park Farms

# FACING THE FUTURE

We are living through turbulent times. With Brexit dominating the headlines and our climate seemingly low on the list for world leaders, it is easy to feel fearful for the future of life on our planet.

That's why our mission to safeguard food and farming for the next generation is more important than ever. We're working with farmers, growers, researchers and campaigners. Together, we're finding innovative solutions to some of the most pressing challenges facing farming today.

## Our 2017 highlights

- Re-launched in 2014, the Government's Countryside Stewardship scheme uses financial incentives to encourage farmers to take care of the environment. This has helped contribute to a 22% increase in the number of **farmers converting to organic**.
- Future Growers is in demand**, with strong competition for a chance to learn and work in organic horticulture. We now have 107 graduates, with over half still farming or growing.
- Innovative Farmers has brought non-organic and organic farmers together to develop ways to improve their crops, animal, and soils.

## Innovative Farmers – farming for the future

Of the £450 million of UK taxpayer's money currently spent on agricultural research every year, it's estimated that less than one per cent goes towards projects led by farmers. But we know that many of the best ideas in farming come from farmers themselves.

The Innovative Farmers network is part of the Duchy Future Farming programme. This year 18 groups of farmers led field labs to find practical, innovative solutions to real-life farming challenges.



PART OF THE DUCHY  
FUTURE FARMING PROGRAMME

“ In line with organic principles, it's important that we use as much feed as possible from the UK. This means home grown protein crops [like lupins] will become increasingly important for the future of the organic livestock sector.  
Nigel Mapstone,  
Mole Valley Farmers

### What's going on in the Field Labs?

Sourcing organic protein for animal food is getting harder and more expensive. **Could lupins be an answer?** They're high in protein, they like our climate and they're great for bees. Farmers across the South West are growing a mix of white and blue field lupins. Once they're harvested, the group will measure their yield and suitability for animal feed.

Creeping thistles are a big problem for low-input and organic farmers. In Norfolk, farmers compared the effectiveness of 11 different techniques. Their discovery? **Ploughing eight to ten inches deep dealt the weed the biggest blow.**

Some non-organic farmers work to improve their soil by using reduced tillage techniques, which rely on planting cover crops they later kill with a herbicide before the main crop gets sown. With pressure mounting to ban glyphosate, they need a different approach and have found common cause with organic farmers interested in reduced tillage. **A group in East Anglia is looking into alternatives that will benefit both the soil and their profits.**

Last year, tests run by Wiltshire farmers showed that while there were good levels of the natural fertiliser phosphate in their soils, it wasn't in a form that their crops could easily absorb. This year the farmers want to redress this balance. By combining rock phosphate with farmyard manure and composting them together, they hope to **increase the bacterial content of the soil.** This should make the phosphate more accessible to the plants – which means a welcome boost for both soil health and crop yields.

“ Over the Obsalim® trial period we logged an extra 3,000 litres of milk, at the same time as reducing our feed costs. The cows looked healthier too. It's hard to put a price on that!”

Nick Freeth, Manor Farm

Dairy farmers in Wiltshire have explored how to **improve their herds' health** and reduce feed costs at the same time. They've been using Obsalim®, a French technique that interprets symptoms in cows. Trials show that when they're housed, cows often feed constantly, which is bad news for their digestion and for the farm's finances. The group has encouraged the cows to lie down and ruminate (or 'chew the cud') after feeding so their digestive systems become more efficient, making the animals healthier.

You can find out more at  
[www.innovativefarmers.org](http://www.innovativefarmers.org)

## Save our Soils



We're asking the government to commit to protecting and restoring soil health as part of a new vision for post-Brexit agriculture.

The amount of maize grown in the UK has grown rapidly over the years, and it is increasingly being cultivated as an energy crop to produce gas. When badly managed, maize crops cause damage to soils, leading to water pollution and floods. We have been campaigning for an end to public subsidies for energy

“ **The Government has heeded our advice on the destructive impact of maize and acted to reduce the subsidy for biogas maize by 50%. This is a big victory for our soils campaign.**

**Peter Melchett,  
Soil Association  
Policy Director**

produced from maize. Last December we secured a victory, when the Government announced that it will reduce payments. This is a major step forward but we'll continue to push for maize subsidies to be scrapped completely.

We also took part in an event at Lancaster House with HRH The Prince of Wales. This brought together world experts to discuss the crucial connection between healthy soils and climate change.

Soils will be at the heart of our Brexit-related advocacy in 2017.

**To read more visit:  
[www.soilassociation.org/  
our-campaigns](http://www.soilassociation.org/our-campaigns)**

## Save our Antibiotics

### **Alliance to Save our Antibiotics**

Alliance investigations and activities have rarely been out of the news. The coalition, of which we are a founding member, along with Sustain and Compassion in World Farming, has built huge support within the health, medical and scientific communities, with over 50 leading experts publicly endorsing their work.

After sustained pressure from the Alliance, the first sector in the UK to meet a key proposal was the British Poultry Council. In late November, it announced that during 2016 it stopped prophylactic (preventative) use of antibiotics, where groups of animals are mass medicated to prevent disease. Stopping group treatments is a huge step forwards for improving animal welfare and protecting human health.

The British Poultry Council also announced that its producers stopped using fluoroquinolone antibiotics. Fluoroquinolones are critically important, being one of the only types of antibiotics that can be used to treat serious human campylobacter infections. There is mounting evidence that they lead to antibiotic resistance in humans. The news signified a key victory for the Alliance who, from the beginning of the year, had stepped up its campaign to ban fluoroquinolones in poultry.

“ **Our next step is to ensure that we move towards farming systems which prioritise the health of livestock, humans and our ecosystem.**

**Cóilín Nunan, Scientific  
Adviser at Alliance to Save Our  
Antibiotics**



**The Alliance was awarded second prize in the European Commission's EU Health Award. The award is for European NGOs making a significant effort to tackle antimicrobial resistance.**

## AssureWel: championing animal welfare



Since 2010, our AssureWel initiative has been dedicated to improving the lives of farm animals.

Together with the University of Bristol and the RSPCA, we are developing practical and effective new tools to assess and improve animal welfare. These tools centre on rigorous checklists, from inspecting the skin condition of pigs, to feather loss in hens and the cleanliness of sheep fleeces.

The AssureWel team was delighted to mark the end of the project in 2016 with an innovation award from TP Organics in Brussels. This was a great opportunity to share their findings more widely.

The team is now working with farm assurance schemes like Red Tractor to help them make the most of the new welfare assessment tools. As a result of AssureWel's work, millions of farm animals will live happier, healthier lives.

“ **The Assurewel project has been instrumental in supporting the introduction of Welfare Outcome assessments in the Red Tractor Dairy Farm Assurance Scheme.**

**Jess Sloss,  
Technical Manager at  
Red Tractor**

## Land Trust: protecting our environment

Thanks to the generosity of retiring farmers and landowners, the Land Trust is protecting land for organic farming and growing. By safeguarding this land, the Land Trust aims to provide opportunities for people of all backgrounds to enter farming.

Land Trust tenant Sam Kennen is the second generation of his family to farm at Chitcombe. He now farms with his parents, Edwin and Jenny, and his wife, Ali. This year the Land Trust were delighted to reunite Sam with Easterdown Farm in Devon. Chitcombe and Easterdown were split in the 1950s and bringing them back together benefits everyone. The extra land at Easterdown provides more grazing for Chitcombe's livestock and wood from the hedgerows fuels the biomass boiler that keeps the camping barns and farmhouse warm. Most importantly, uniting the two farms gives Sam and Ali a more secure future.

Creating a legacy like this – with the next generation given the chance to work on organic land - is what the Land Trust is all about.

**To read more visit:  
[www.soilassociation.org/  
the-land-trust](http://www.soilassociation.org/the-land-trust)**



“ **Being in a long term tenancy gives us more security than most. We love what we do and where we live, and we would love one of our children to carry on here after us.**  
**Sam Kennen,  
Chitcombe Farm**

# ENABLING CHANGE

Our not-for-profit trading subsidiary Soil Association Certification helps over 6000 businesses work in ways that improve our food, farming and land use systems which are good for people and the planet. These businesses farm and produce food in ways better for the environment. Their clothing lines are made from organic cotton. They keep their beauty products toxin-free. They protect forests. They are making a real difference – and we feel privileged to work alongside them.

## Our 2017 highlights

- Through our forestry certification, we're reassuring consumers that their paper, furniture and floorboards were produced without damaging people or the environment. We now help protect over 15 million hectares across the world, from Vietnam and Turkey, to China and the UK.
- We launched the Best of Organic Market Awards (BOOMS), the only organic awards which celebrate retailers, producers, farmers, caterers and brands who are working hard to change and improve our food system.
- Shoppers are buying more organic produce as they see organic as the healthy choice. Our 2017 Organic Market Report revealed a seven per cent increase in sales of organic food and drink during 2016.



“ If we don't follow the central organic principle of giving back what we take, then we will perish.  
Seb Pole, Pukka



Read more at:  
[www.soilassociation.org/certification](http://www.soilassociation.org/certification)

## Healthy Food for All

Our Food for Life Served Here Supplier Scheme brings together people who produce good food and people who want to serve good food.

We match our food suppliers with schools, care homes, hospitals and restaurants that hold the Food for Life Served Here award. It's a win-win: it makes sourcing healthy food easy for caterers and it boosts business for suppliers. It has helped increase the amount of organic food being served in schools, hospitals and workplaces to a spend of £9 million, doubling over two years.

The scheme now has 170 suppliers and 124 are organic, like The Organic Pantry in North Yorkshire. This family-run farm believed that healthy food shouldn't be exclusive. They saw membership of the scheme as a wise business move and they were right: their turnover has increased by 25% since they joined up two years ago. They now supply over 500 schools and nurseries with the very best seasonal and organic fruit and veg, with future hopes to branch into supplying NHS trusts.

Read more here:  
[www.soilassociation.org/certification/catering/](http://www.soilassociation.org/certification/catering/)



“Our membership of the Food for Life Served Here Supplier Scheme has been a big boost for us. We've diversified to meet the different needs of our customers and this diversification has led to new business beyond the Food for Life scheme.

Freddie Watson,  
The Organic Pantry

## Organic Served Here

“This award encourages everyone who prepares and sells food to think about that quality. So let's all grow, cook, eat and learn together, and be part of a future of better food for all.  
Neil Forbes, Café St Honore

With 40% of meals now eaten out of the home, many diners are looking for the same high-quality ingredients in cafes and restaurants that they have in their own kitchen cupboards.

Last year we launched Organic Served Here in Scotland and it proved so successful that we're now rolling it out across the UK. It's a simple and easy way to help diners identify cafes and restaurants that are committed to organic food. The more organic ingredients the outlet buys, the more Organic Served Here stars they are awarded. If there's an Organic Served Here sticker in the window, diners know they'll be ordering food produced with high animal welfare standards and minimal impact on the environment.

Currently there are 19 Organic Served Here venues in Scotland and England. They include: Radio Alice, and organic pizzeria in Hoxton, London; Domi Domingo, a vegan-friendly nursery in Leeds; and Edinburgh's Cafe St Honore, which has a seasonal menu that changes daily.

## Soil Association Certification Forestry: building a sustainable future



In Honduras, we've been working with Forests of the World and FSC Honduras to introduce the principles of sustainable forestry to isolated communities. By learning about forestry standards, local businesses are beginning to make a profit from producing sustainable timber, without damaging the delicate eco-systems existing within Honduras' great forests. With our support, local people have been able to develop connections between the production of local timber and higher value global markets.

By supporting these smaller businesses, we are able to strengthen and protect the local economy in a way that will protect it for future generations.

Soil Association Certification started to offer forestry certification back in 1996 and now works with almost 2,500 businesses across 54 countries, covering everything from builder's merchants and furniture makers, to sawmills and publishers. We now certify over 15m hectares of forest from small woodlands to complex group schemes.

**Learn more about our forestry work at:**  
[www.soilassociation.org/forestry](http://www.soilassociation.org/forestry)

Soil Association Certification  
Forestry certify and inspect  
many schemes worldwide,  
including the globally recognised  
and trusted Forest Stewardship  
Council® (FSC®) and Programme  
for the Endorsement of Forest  
Certification (PEFC™).

FSC® A000525  
PEFC/16-44-917

## Beauty and Wellbeing



Organic isn't just about what we put in our bodies, but what we put on them too. From skincare to supplements, more and more people are choosing organic when they shop. With fantastic growth over the last year we are delighted to have 54 new businesses sign up as licensees, bringing the total to 268: that's 268 more beauty businesses committed to COSMOS organic and natural standards, creating products that are free from: GM; animal testing; toxic chemicals; and synthetic dyes, colours and fragrances.

Our Campaign for Clarity revealed brands and beauty products on the market which make potentially misleading organic claims on the label. The campaign helped shake up the cosmetics industry and revealed the public's true feelings towards beauty product labelling, making some big brands sit up and take notice.

**I was shocked to find ingredients which could contain human carcinogens in products with labels which could misleadingly suggest that they might be organic. Genuine organic products are independently certified and I would encourage consumers to choose those.**  
**Vyvyan Howard,**  
Emeritus Professor at the Centre for Molecular Bioscience at Ulster University.



## BOOM Winner: Original Beans

“I feel deeply aligned and associated to the organic movement - its worldview, values and markets. If anything, I want to help modernise the organic movement.”  
Philipp Kauffmann, CEO of Original Beans

Last May, Original Beans beat strong competition to win best confectionary product at the Best of Organic Market Awards (BOOMs). The BOOM awards are a chance for organic producers, retailers, restaurants and bloggers to be recognised for the outstanding work they do in producing and promoting organic food to everyone.

Philipp Kauffmann founded Original Beans in 2008 on a passion for making the finest chocolate and protecting the earth's rarest and most biologically diverse rainforests.

The business works to restore everything they use. They are part of the One Tree programme which, by planting over one million trees, means that their chocolate

is helping remove carbon dioxide from the atmosphere rather than adding it. So alongside creating a chocolate that is regarded as one of the best in the world, Original Beans has also created a business that cares for the environment and encourages smallholder farmers to build sustainable futures.

Original Beans sees business as a way to bring real change. They encourage customers to donate to help set up cacao cooperatives and farmer-led conservation projects.

Original Beans is just one example of the creative and ethical organic businesses that are recognised by the BOOM awards.



# OUR WORK IN SCOTLAND

Our team in Scotland works with farmers, food businesses, caterers, teachers and policy-makers to change the way Scotland eats, farms and cares for the natural world.

## Our 2017 highlights



We hosted the 'Scotland's Food: Farming for the Future' event which brought together MSPs and over 80 other attendees to hear why sustainable food must be a key part of the Scottish Government's Good Food National Bill and how we can go about creating a greener, healthier and fairer Scotland.

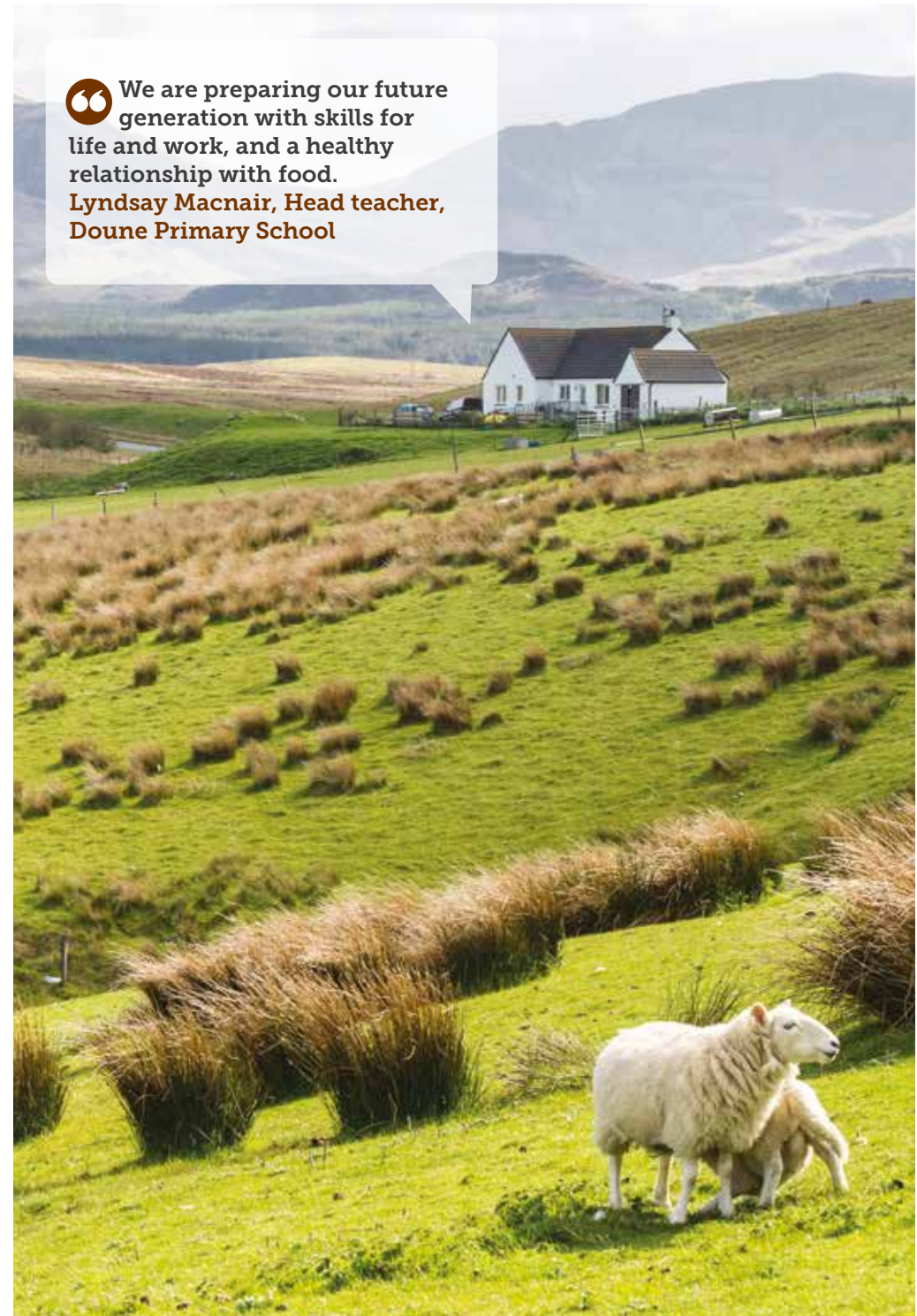


We ran our new Food for Life Kitchen Coach training programme with East Renfrewshire Council, to help school cooks develop confidence and skills to work with school pupils. Catering staff became educators, working with students to build their confidence to cook and choose fresh and healthy food.



We are preparing our future generation with skills for life and work, and a healthy relationship with food.

**Lyndsay Macnair, Head teacher,  
Doune Primary School**



## Bringing school staff together to Grow, Cook, Eat

“ Teachers are realising that we are more than just cooks. School catering staff are realising that they have transferable skills; they feel a lot more important and that they are part of the education team.

Tracey Walker,  
Menu Development Manager,  
Stirling Council

What would happen if teachers and catering staff joined forces to teach pupils not only how to cook but also consider where their food comes from? Food for Life Scotland's Cook, Grow, Eat seminars are run in partnership with a range of food professionals. They give staff in schools the chance to come together to practise practical food skills and explore the journey from 'soil, to sea, to plate'. Staff then discuss how they can take all the lessons they've learned back to the classroom to share with the children.

At this seminar pizza was the order of the day for Stirling's primary schools with participants investigating how the raw ingredients had been produced. Catering staff showed off their pizza making skills and revealed their secret ingredient for a delicious tomato sauce: roast vegetables.

Seminars like this benefit everyone: they raise teachers' confidence in the kitchen, they help connect catering professionals with their education colleagues, and they make good food a tasty, fascinating and fun aspect of school life.

## Farming with Nature



The Farming with Nature programme is about win-wins for farmers and nature – helping farmers to boost production whilst giving wildlife a helping hand.

One of the trials we're currently running is on a farm in Aberdeenshire that looks at how to attract bees and other pollinators and the role they can play in increasing cereal yields. Farmers learn about working with nature, from skills events led by experts to demo farms where they see the real-time results of production experiments. Conferences bring farmers, crofters, industry bodies and experts together to share best practice.

The programme is funded by the Scottish government's Knowledge Transfer and

Innovation Fund. Over the next three years, we aim to get over 700 more farmers working with nature to benefit both their business and the environment.

“ Developing and promoting sustainable farming practices which work in harmony with nature, as this initiative does, is so important for delivering environmental benefits like clean air and water, as well as rich habitat for wildlife and of course good, healthy food for us to eat. Stuart Housden,  
Director of RSPB Scotland

# THANK YOU

**This year we are seeing the pace of change picking up dramatically. Without your generosity, we wouldn't be able to have the impact we are currently having. So, thank you for supporting our work and the positive difference it makes in the lives of so many!**

**In particular we would like to acknowledge the following individuals, companies and organisations who have generously supported the Soil Association with major donations and grants between April 2016 and April 2017.**

## Trusts and foundations

All Saints Educational Trust  
Bernard Richard Body Charitable Trust  
Brian Wilson Charitable Trust  
Buffini Chao Foundation  
Cecil Pilkington Charitable Trust  
Esmée Fairbairn Foundation  
Henry C Hoare Charitable Trust  
J & M Britton Charitable Trust  
John James Bristol Foundation  
John Swire 1989 Charitable Trust  
Miss K.M. Harbinson's Charitable Trust  
Mitchell Trust  
B and J Lloyd Family Charitable Trust  
Pilkington General Charity Fund  
Ruth Smart Foundation  
Savitri Waney Charitable Trust

Schiehallion Giving Group  
Schroder Charity Trust  
Tanner Trust  
The 1970 Trust  
The 29th May 1961 Charitable Trust  
The Craignish Trust  
The Golden Bottle Trust  
The Joseph Rowntree Charitable Trust  
The Michael Marsh Charitable Trust  
The Orr Mackintosh Foundation  
The Paget Trust  
The Persula Foundation  
The Prince of Wales's Charitable Foundation  
The Prince's Countryside Fund  
The Walker Trust  
Tinsley Foundation

## Individuals and Soil Circle members

Miss A Bamford  
Mr A and Mrs H Armstrong  
Mr A Binks and Mrs L Wood  
Mr A Cooper  
Mr A Francis  
Mr A Cruickshank  
Mr A Sawday  
Mrs A Crossland  
Mr B and Mrs T Arbib  
Mrs C Wentworth  
Mr D and Mrs S Lovett  
Mrs D Booth  
Dennis Overton  
Mr E Egelie  
Erica Cobb  
Felix Appelbe  
Dr G Johnson  
Mr G Schwarzenbach  
Mrs G Barker  
Hugh and Karen Scott-Barrett  
Mr I Anderson and Ms G Mayall  
Mrs I Jeeninga  
Miss J Wang  
Mr J and Mrs C Scheckter  
Mr J and Mrs J Osborne

Mr J Hastings-Bass  
Mr J Sundt  
Mrs J Davis  
Mrs J Waney  
The Hon Mrs J Hogg  
Miss K Lacroix  
Mr L Wallace  
Lady Iliffe  
Ms Liz Earle MBE  
Mr M Wynne-Parker  
Ms M de Botton  
Mr N Rustin  
Mrs O Kay  
Orna NiChionna  
Mr P and Mrs B Gallagher  
Mr P Neville  
Mr P Uhd Jepsen and Dr R Mason  
The Duke and Duchess of Richmond  
Roger Ross and Lots Road Auctions  
Ms S Lines  
Mr T and Mrs D Sanderson  
Mr T and Mrs L Brown

Mr T Finney  
Mr W and Mrs M Dodwell  
Mr W and Mrs T Rossiter  
Mr X and Mrs K Ramirez

## Legacies

Anthony Holt  
Anne Ruthven Elliott Lightwood  
Brian Tucker  
Cynthia Clarkson Webb  
Dorothy Mary Beaumont  
Miss E M Saunders  
Finlay John Southern  
Gertrude Bunzl  
Gladys Lilian Chadwick  
James Keith Winward  
Joyce Mary McDougald  
Margaret Ellen Bailey  
Mary Grimoldby  
Olive Mellor  
Miss P Chanin  
Sylvia Marshall  
Ursula Margaret Gayler  
Werner Eichler

## Businesses and organisations

Abel & Cole  
Anglia Farmers  
Arla  
Bamford  
BBSRC  
Buccleuch Estates  
Diversified Communications  
Educo  
G's Fresh - for Produce Forum 2016  
Good Energy  
Harrods  
Heath & Heather  
Herbfarmacy  
Honest Tea  
Lloyds Banking Group  
Made for Life Organics  
Natracare  
Neals Yard Remedies  
Nourish London

Nutshell Construction  
Ocado  
OMSCO  
OTB  
Planet Organic  
Produce World Group  
Pukka Herbs  
Rachel's Organic  
Robin Appel  
Skin & Tonic  
The Phone Co-op  
Therapi Honey Skincare  
Triodos  
Viridian  
VOYA  
Waitrose  
Whole Foods Market  
Yeo Valley

**Thank you to all the businesses who have donated products to support our events.**

## Government, statutory, lottery and public bodies

Thank you to all government statutory and lottery bodies who have funded our work

## 2016/17 CHARITY FINANCES

Overall the Charity had a successful year financially; delivering an unrestricted surplus of £74k from charitable activities, securing a £1m donation that allowed the Charity to achieve its long-term aim of purchasing a property for use as its headquarters and receiving further significant long-term restricted grant funding for our charitable programmes.

Charitable giving from supporters increased by 20% compared to the previous year. Revenues from contract income, principally associated with our Food for Life activities, although substantial at some £1.3m were down 31% on the previous year due to a large Government contract coming to an end. There were notable successes in securing new long-term restricted grants for our work in Food for Life (Big Lottery Fund and Esmée Fairbairn Foundation) as well as continuing to build the grant funded programme within Facing the Future (Prince of Wales's Charitable Foundation). Contributions from our trading subsidiaries, most notably Soil Association Certification, increased by 8% compared to the previous year on the back of a growing market for organic produce and forestry certification services.

Our fixed assets have increased by some £2.9m compared to the previous year representing the purchase of a freehold office building and the delivery of new IT systems such as our website. The Charity has part-funded the building acquisition through fixed rate borrowing, with this mortgage showing as £1.48m long-term liability. Our business plan is that our new headquarters will cost no more to occupy than our existing leased premises.

At the end of the year our £2.07m of unrestricted reserves represented investment in fixed assets plus net current assets less long-term liabilities. Of this figure, the Charity considers its free unrestricted reserves to be £328k which is below our current targeted minimum reserves level of £484k. The Board of Trustees has set targets designed to achieve this minimum level within 2017/18. In terms of restricted funds, under Charity accounting rules the £3.8m level of restricted reserves at the end of the year contain some £2.4m of multi-year grant income recognised in advance of receipt, the cash receipt will occur in future years on incurring the costs of the associated activities.

**Martin Dawson**  
Chief Operating Officer  
25 July 2017

### Statement of Financial Activities for the year ended 31 March 2017

	Unrestricted	Restricted	Total	Total
	Funds	Funds	2016/17	2015/16
	£'000	£'000	£'000	£'000
<b>Incoming resources</b>				
Donations	623	1,010	1,633	406
Legacies	61	0	61	38
Membership subscriptions	838	0	838	827
Grants	0	4,967	4,967	2,060
Contract income	1,297	0	1,297	1,881
Income from trading subsidiaries	549	0	549	506
Other	207	0	207	62
<b>Total incoming resources</b>	<b>3,575</b>	<b>5,977</b>	<b>9,552</b>	<b>5,780</b>
<b>Resources expended</b>				
Facing the Future	674	1,066	1,740	1,809
Food for Life	1,711	1,152	2,863	3,872
Communications and campaigns	547	0	547	593
Raising funds	581	0	581	576
<b>Total resources expended</b>	<b>3,513</b>	<b>2,218</b>	<b>5,731</b>	<b>6,850</b>
<b>Net incoming resources - before transfers</b>	<b>62</b>	<b>3,759</b>	<b>3,821</b>	<b>(1,070)</b>
Transfer between funds	1,000	(1,000)		
<b>Net incoming resources - before other gains and losses</b>	<b>1,062</b>	<b>2,759</b>	<b>3,821</b>	<b>(1,070)</b>
Gains/(losses) on investments	12	0	12	(970)
<b>Net incoming resources for the year</b>	<b>1,074</b>	<b>2,759</b>	<b>3,833</b>	<b>(2,040)</b>
Total funds brought forward	1,001	1,071	2,072	4,112
<b>Total funds carried forward</b>	<b>2,075</b>	<b>3,830</b>	<b>5,905</b>	<b>2,072</b>
<b>Balance Sheet as at 31 March 2017</b>			<b>Total</b>	<b>Total</b>
			<b>2016/17</b>	<b>2015/16</b>
			<b>£'000</b>	<b>£'000</b>
<b>Assets and liabilities</b>				
Fixed assets			2,988	126
Current assets			6,320	6,404
Current liabilities			(1,924)	(4,458)
Long term liabilities			(1,479)	0
<b>Net assets</b>			<b>5,905</b>	<b>2,072</b>
<b>Funds and reserves</b>				
Unrestricted funds			2,075	1,001
Restricted funds			3,830	1,071
<b>Total funds</b>			<b>5,905</b>	<b>2,072</b>

This is a summary of the Charity's accounts taken from the 2016/17 audited statutory accounts of The Soil Association Limited. Copies of the full accounts are available on request from the Soil Association or can be accessed from our website or that of The Charity Commission.