



Royal Patron
HRH The Prince of Wales

Chair of Trustees
Dennis Overton OBE

Chief Executive
Helen Browning OBE

Honorary Vice-Presidents
Jonathan Dimbleby
Charlotte Mitchell
Trudie Styler

Trustees
Annabel Allott
Matt Brown
Neil Canetty-Clarke
John Carson
Oliver Dowding
Graeme Matravers
Dennis Overton OBE
Dr Gabriel Scally
Charles Weston



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
3rd Floor, Osborne House, Osborne Terrace,
Edinburgh, EH12 5HG
T 0131 666 2474
F 0131 666 1684
www.soilassociationscotland.org
Registered charity no. SC039168

OUR ²⁰¹⁶ WORK

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

Introduction

It is such a privilege to help lead the Soil Association. We are the only UK charity that works across the whole spectrum of food issues. Our organic values mean we care about human health, nature, soil, water, forests, and animal welfare. We are in a unique position to bring together farmers and scientists, doctors and teachers, chefs and foresters to find, test and promote the solutions that the world needs now.

Our food system is out of control and making us unhealthy. We are destroying our natural world in the pursuit of even cheaper food. We are also living through an extraordinary period of change. While leaving the EU means we are now facing a time of uncertainty, we are determined to take every opportunity to shape the future of food, farming and the countryside in the UK. We will lobby politicians alongside our partners to build a farming and food policy that puts the nation's health at its heart. One that feeds people well, supports farmers to use less or no pesticides and antibiotics, and gives farm animals a good life, while revitalising our soils and enhancing our countryside.

There have been so many achievements these past 12 months. In this review, you will learn of the impact we've had in schools and their communities, on farms and in forests, and in hospitals and care homes. We demonstrate what good farming and good food looks like, we campaign against the routine use of antibiotics and intensive animal factories, and we work closely with farmers to create a sustainable future for our soils and wildlife. But our job is not done, and we won't rest until these issues are at the forefront of the minds of those who are leading our country.


None of our work would be possible without our many partners and the support of our members, donors, trusts and foundations, sponsors and symbol holders.

With our teams of talented and dedicated people, I am confident that your support of the Soil Association will be transformed into creating a better future for people, farm animals and the natural world.

Thank you. Our progress is only possible with your generosity and commitment.

Helen Browning OBE, Chief Executive





**What we do and
why it matters**

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

The Soil Association was formed in 1946 to pioneer a better world – one where we can all farm, eat and live healthily in balance with the environment.

Today, we're still dedicated to making positive change happen. We're farming, growing, buying, cooking and eating. We're campaigning, lobbying and certifying. We're running research programmes that pave the way for change. And we're inspiring millions of people to take their own step towards a sustainable future.

Our work champions organic principles and practice, to secure the health and vitality of people, farm animals and nature.

Good Food for All – we work to make good food the easy choice for everyone across the UK, whoever 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 to foresters, to bring our organic 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 aim to build a world where people, animals and the environment can thrive.

What we've achieved at a glance

Thank you for helping us with our achievements this year. Here's a brief glance at what kept us busy in 2016:

Our Scottish team completed a major three-year programme of work (Scotland's Farming Innovation Network), and began another: **Future Farming Scotland** – which has already been shortlisted for a Nature of Scotland Award. Through it, we are reaching out to farmers and supporting them to develop sustainable farming skills and techniques.



In February, research undertaken by Newcastle University showed that organic dairy and meat contain around **50% more beneficial omega-3 fatty acids** than non-organic. The Soil Association's 2016 Organic Market Report revealed that the **organic market grew by 4.9%** in 2015. That's the third year of consecutive growth for the UK organic sector, which is now worth nearly £2 billion. A lot of money is being spent each year on products that support the welfare of animals and the environment, not to mention the nourishment of people.

We launched the **Innovative Farmers network**, the next phase of the Duchy Future Farming programme, in late 2015. It's designed to put farmers in the driving seat and find practical, sustainable solutions to the challenges they face. We've facilitated field labs on topics such as reducing mastitis in dairy cows and using less chemicals on crops. More than half of the farmers who've participated have been inspired to make changes on their farms.



A key report submitted to the Government by the House of Commons' Environmental Audit Committee took note of all of the Soil Association's recommendations about what we need to do to **protect our life-giving soils**. A big win for our small policy team and for the preservation of our soils in the UK.



This year we undertook independent evaluation of the Food for Life programme, with a focus on Food for Life schools. It proved that the programme is making a **huge impact to the lives of children across the country**, as well as to the environment and the economy. Check out page 11 to learn about the great changes the programme is making.



Through the **Alliance to Save our Antibiotics**, of which the Soil Association is a founding member, we're leading the conversation on reducing the use of antibiotics on farms, and stating the case for higher animal welfare – and it's really making a difference. Following our successful campaign video, 'Supermarket Superbugs', which illustrated the huge danger to humans posed by antibiotic resistance, the Food Standards Authority announced that they would be working with food businesses and retailers to reduce farm antibiotic use.

Press Highlights

Not in my Bread campaign

2015 saw uncertainty about the future of glyphosate, the world's most widely used pesticide. The Soil Association commented on this widely in national media, reaching over 35 million people. We held a scientific briefing and raised serious concerns about glyphosate being used as a pre-harvest spray on wheat destined for UK bread - this generated thoughtful comment pieces in influential trade media, as well as national media.

Nutritional Research

When Newcastle University published research showing organic meat and dairy has over 50% more Omega 3, we worked with their media team to generate a wide range of international media coverage with over 300 articles reaching millions worldwide.

The research was also covered by Sky News, ITV news and Good Morning Britain

Out to Lunch

Our Out to Lunch 2015 league table launched, ranking kids food in popular high street restaurant chains. We generated positive media coverage in all the national papers along with a large number of radio interviews both nationally and regionally. Overall, we reached over 25 million people.

Organic September

Organic September is our annual campaign which urges consumers to look for the Soil Association logo when they shop, to ensure that the products they're buying support and nourish the environment, animals and communities. Organic September was bigger than ever is 2015, reaching over 32 million people.

Our future

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

Assurewel & animal welfare plans

We will continue to monitor the development of large-scale, intensive livestock farms and we will take action when appropriate. We will also be putting together an information pack for members of the public who want to organise their own campaigns against factory farms in their local areas.

Children's food

The Government is planning to introduce 30 hours of free childcare for three and four year olds, but unfortunately the funding for this does not include the cost of food. We are making plans to combat this, so that little ones get the good food they need, wherever they are.

Soil

We will be building on our soils campaign, with the aim of increasing soil organic matter in the UK by 20%, before 2020. We will also be working hard to engage the public with important messages about our depleted soils, and reinforcing how organic farming can address the danger.

BOOMs

We will be holding our Best of Organic Market (BOOM) awards again, to showcase organic products and celebrate how delicious, useful, beautiful, sustainable, ethical and innovative they are!

Standards review

We're updating our organic certification standards to make them as straightforward, practical and transparent as possible. Our updated standards will be clearer for farmers and food businesses to follow, and so have a bigger impact on the ground. The standards will be updated and ready to use in summer 2017.

Campaign for Clarity

We are launching our Campaign for Clarity to put chemical-laden beauty products in the spotlight.

Glyphosate

We will continue to urge supermarkets, millers and bakers to get the probable carcinogen, glyphosate, out of their supply chains and out of our bread.

Pesticides

We will be looking for evidence that neonicotinoids are not just damaging bees, but as in other countries, are also killing insects, fish and birds. We're also exploring the possibility of working with water companies, to examine the presence of pesticides in our drinking water.

Agroforestry

We're hosting the UK's first agroforestry conference with the Woodland Trust and the Royal Forestry Society. The conference is for farmers, foresters and policy makers and will highlight the benefits and opportunities created by including tree crops on farms, for food and timber, and to reduce the risk of flooding.

Forestry growth

We will be helping to develop forest management skills in areas of the world where deforestation has the most impact on the environment and the wellbeing of local people.

Brexit lobbying

We're going to be working hard to steer the conversation and influence Government policy on farming, food and the environment during EU exit discussions.

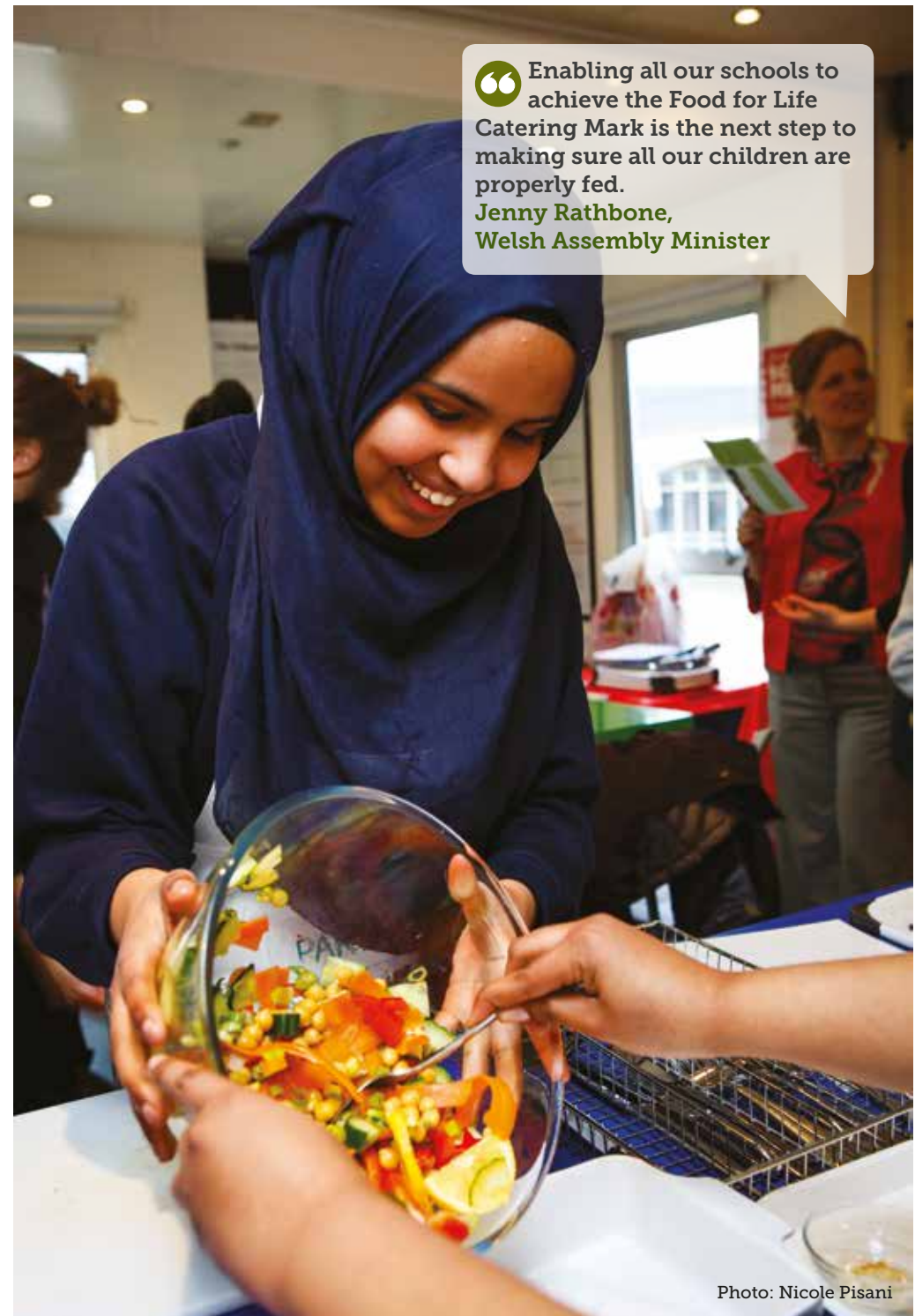
GOOD FOOD FOR ALL



The Soil Association works to make good food the easy choice for everyone, whoever and wherever they are. We're making good food available in nurseries, schools, universities, hospitals, care homes, workplaces and on the high street.

Our 2016 highlights

- ① We successfully lobbied the Government to include healthy eating as criteria within Ofsted's Common Inspection Framework. The Food for Life Schools Award is cited in Ofsted's guidance for inspectors. Our high standards for children's meals and food education are really being noticed where it matters.
- ① We sat on the commissioning board for the Fabian Commission report into poverty in the food system. The report cites Food for Life as a contributor to the fall in childhood obesity in the late 2000s.
- ① We supported members of the Food for Life Hospital Leaders Circle to make improvements to the food sold and served in their hospitals. These changes benefit the recovery of patients, as well as the health of staff.



“Enabling all our schools to achieve the Food for Life Catering Mark is the next step to making sure all our children are properly fed.”
Jenny Rathbone,
Welsh Assembly Minister

Photo: Nicole Pisani

Food for Life making the UK healthier



Food for Life brings schools, nurseries, hospitals, care homes and communities together around healthy, tasty and sustainable food. The programme is about more than the food on the plate; it considers where food comes from and how it's experienced. Our School Award supports schools to take a 'whole school approach' – they grow their own food; organise trips to farms; provide cooking and growing clubs for pupils and their families; serve freshly prepared, well-sourced meals and provide an attractive dining environment so lunch times are a positive, exciting part of the day.

For full references and evaluation reports, visit:
www.foodforlife.org.uk/impact

If all primary schools in England were Food for Life schools, one million more children would eat five or more portions of fruit and vegetables every week day. 100,000 more children would then be eating at least *some* fruit and vegetables every week day.

In 2015, Food for Life caterers spent over £9 million on organic food, £3 million on free-range meat and poultry, and £1.4 million on RSPCA assured meat. That's a lot of pulling power for environmentally conscious, respectfully produced food!

Food for Life multi-settings programmes shows there's a social return of £4.41 for every £1 invested in the programme – return on investment is a top priority for local authorities whose budgets have been cut by £18bn between 2010 and 2015

Food for Life in hospitals

With diet-related ill-health costing the NHS £5.8 billion a year and the cost to the wider economy expected to rise to £50 billion a year by 2050, hospitals urgently need to tackle malnutrition in patients and promote healthy food to staff and visitors. The Catering Mark helps make this a reality – 40,000 Catering Mark meals are served in hospitals and care settings every day. That's 40,000 meals made from fresh, healthy food, sourced with animal welfare and the environment in mind.

In June, we launched the Food for Life Hospital Leaders Circle, to transform hospital food and improve the quality of patients' care, speed up their rehabilitation and prevent further illness through nutrition and wellbeing.

This project follows a successful pilot in three hospitals, where patients ate meals together, new food growing spaces were created, and fruit and veg stalls were introduced so that staff and patients could buy fresh produce easily.

Through the Hospital Leaders Circle, hospitals are supported to make access to healthy, fresh food a priority. Projects that teach cooking and growing skills are brought in for the benefit of patients, staff and the wider community.

“ Our patient satisfaction jumped to 92%, only two months after the new Catering Mark menus were introduced. Andreas Wingert, Head Chef at Hinchingbrooke Hospital



“ I wanted to stay another day for the food. What I normally get is plastic food, not fresh and local like I get here. Elderly patient at Shepton Mallett NHS Treatment Centre, which holds the Gold Catering Mark



Sustainable Food Cities: good food across the UK

Over 1,000 people came together to cook, eat and listen to music at 'Feast for Peace' – a celebration of Preston's cultural diversity through shared food, organised in response to rising racist abuse since the Brexit vote.

People in Oxford consume nearly 130,000 tonnes of food a year – of this, 52% is sourced from the UK and a 1% comes from local sources. To support the local economy and reduce the city's carbon footprint, Good Food Oxford and Low Carbon Oxford North have developed a local food directory which lists box schemes, allotments, farmers' markets, and local producers & grocers.

There are 289 households in Brighton receiving food parcels each week because of food poverty. Brighton and Hove Food Partnership has bought together 50 organisations across the city to address the problem. The city's wider plans address the causes of food poverty, identify who is most at risk and involves those people when developing solutions.

**The achievements don't end here - to find out more visit:
www.sustainablefoodcities.org**

With our partners, Sustain and Food Matters, we're helping cities find new ways to deal with serious food issues - our Sustainable Food Cities tackle hunger, reduce food's carbon footprint, and create markets for local producers.

Here is a small selection of the things our Sustainable Food Cities have worked on in the last year to really embed good food across the UK.

Photo: Kevin McMurtrie

Out to Lunch

Our Out to Lunch campaign challenges high street restaurants to offer healthier food to children, transforming their perception of what 'treat' food is. By getting better ingredients onto the plate and into bellies, we can build healthier and happier communities.

As a result of the campaign, Café Rouge have removed fizzy drinks from the menu. Frankie & Benny's have introduced children's cutlery in all restaurants and Strada have introduced organic ingredients, fresh fruit and salads with every main. Harvester, Prezzo, Giraffe, and Jamie's Italian are also now providing healthier options, higher quality ingredients and more flexible menus. That's over 5.5 million healthier, fairer and more sustainable meals for children a year.

“ We're proud to deliver an improved children's menu, which includes fresh fruit and organic fruit lollies for pudding, with fun activities based around healthy eating. We have big ambitions for our children's menu, and will continue to innovate and provide tasty, healthy and fresh food for little ones. Christian Poole, Marketing Director at Prezzo

**Read more about the campaign:
www.soilassociation.org/OTL**



Latest news from Food for Life

Recently...

- 🌱 The Food for Life Early Years award launched in June. The first nurseries and children's centres have already achieved awards, getting the very youngest children off to a great start on their food journey.**
- 🌱 From September 2016, Food for Life schools and Early Years settings will have access to Jamie Oliver's Kitchen Garden Project resources. These include a wide range of recipes, activities and lesson plans, which complement and enhance the Food for Life programme.**
- 🌱 For the latest phase of the Out to Lunch, we recruited secret diner families to check out children's food at the UK's favourite visitor attractions. We published a league table which received huge press coverage. This prompted many of the attractions to address the quality of the food and drink they offer to children – a great success.**

www.foodforlife.org.uk



“The whole point of innovation is to find the best way of doing something, and nowhere is this more important than growing our food. That’s why research programmes like Innovative Farmers are essential.
Sophie Alexander, Innovative Farmer, Hemsworth Farm

FACING THE FUTURE

Much has changed since the Soil Association was formed in 1946. The world’s resources are being put under increasing pressure by intensive food and farming systems.

Working with farmers, growers and researchers, we’re championing practical solutions to farming’s modern-day challenges.

Our 2016 highlights

- 🌱 We launched the Innovative Farmers network, which is the new phase of the Duchy Future Farming Programme, to find sustainable solutions to the challenges farmers face. In its first phase, 750 farmers have been involved in field labs covering 35 topics. More than half of farmers who’ve been part of the network have been inspired to make changes on their farm.
- 🌱 This year we fought for improvements to Government policy, to protect our vital soils. This prompted a report by the Environmental Audit Committee, which was submitted to the Government and endorsed all of our key points – we are making sure the health of soil is something the Government can’t ignore.
- 🌱 Over 300 people told us what they thought of our proposed changes to our organic food and drink standards. Our standards are the gold mark in organic. Our proposals are designed to make these standards even more straightforward and impactful.

Innovative Farmers – farming for the future



Top five Field Lab discoveries

With a changing climate and increasingly damaged soil, farming needs fresh ideas to provide good food for our future. In October 2015, we launched the Innovative Farmers network - part of the Duchy Future Farming programme, which is funded through sales of Duchy Organic products in Waitrose. At the heart of the network are 'field labs', where farmers meet in small groups to develop and test new ways of tackling problems and seizing opportunities.

By using on-farm testing kits, a group of Wiltshire dairy farmers are finding that only some of their herds' mastitis cases will respond to antibiotics. By only treating the animals that will benefit, **they could halve their use of critical antibiotics.** Good news for human health.

A field lab was set up to test the effects of compost tea - a mixture of water, compost and molasses. On one of the two farms that participated, there was **a 35-50% uplift in yield on the treated areas, as well as more beneficial fungi and bacteria in the soil.** Second year trials are underway to check that the uplift was down to the compost tea and understand which factors affected it.

Sheep are renowned for nibbling trees and causing damage, but it appears that Shropshires are different. A cider apple orchard was grazed for 134 days without any damage to the trees. Not only this but **the sheep mowed the grass, enriched the soil, kept pests under control and encouraged pollinators to visit.**

One of the most vigorous weeds that arable farmers struggle with is blackgrass – non-organic farms have found it's becoming resistant to herbicides. An Innovative Farmer in East Anglia has reintroduced sheep into his rotation to graze winter wheat fields in early Spring. **The results are promising, with a lot less blackgrass observed after grazing.**

There has been a lot of interest in whether **sprouting seeds improves their nutritional value, and therefore the quality of livestock feed.** A trial at Duchy College in Cornwall has been finding out whether these seeds are better for chickens. It seems that feeding them a mixture of sprouted seeds with their usual ration of food increases both the number of eggs they lay and the weight of the yolk.



You can find out more about this exciting work at:
www.innovativefarmers.org

Our influence – policy and campaigns



Glyphosate

We have continued to call for a ban on spraying wheat shortly before harvest with the herbicide, glyphosate. In July 2015, we hosted a scientific briefing in Westminster on the health risks of glyphosate, which heard from the co-author of a World Health Organization report that had found the chemical was “probably carcinogenic”.

As a result, we launched the Not in our Bread campaign, urging major retailers, bread manufacturers and millers to rid their supply chains of glyphosate. Our petition received over 20,000 signatures – our campaigning work is really rallying public support!

“**Glyphosate is definitely genotoxic. There is no doubt in my mind**
Professor Christopher Portier, speaking at the Soil Association’s glyphosate conference in July 2015

Neonicotinoids

Neonicotinoids, the world’s most widely used insecticides, have been temporarily banned from use on flowering crops across the EU because of concerns that they are harming pollinators. We are calling for neonicotinoids to be permanently banned in the UK.

New research by the University of Sussex, partly funded by the Soil Association, found that the danger is not only confined to the crops, but is spreading through soil and into hedgerows and wildflowers. In April 2016, we presented scientific evidence on the harm that neonicotinoids are causing at a briefing in Westminster. It was attended not only by policymakers, journalists and NGOs, but also by representatives of the pesticide industry – providing us with an opportunity to discuss solutions to this urgent issue with our adversaries, as well as our allies.

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

Soils

Our report, Runaway Maize, highlighted the impact that badly managed maize fields are having on our soils, water and public finances. As a result of this report, the Government is reviewing the subsidies it provides for energy produced from maize – one of the main recommendations we made to save the health of soils.

A highlight of our soils campaign has been our contribution to a parliamentary inquiry into soil health – the first of its kind – by the House of Commons’ Environmental Audit Committee. We argued for drastic improvements in Government policy to protect our soils. The committee’s report endorsed all of our arguments – a huge win for enshrining the protection of soils.

Antibiotics

The Alliance to save our Antibiotics is leading the conversation about reducing antibiotic use, for the health of human beings and for better animal welfare. In December 2015, the Alliance broke the news that resistance to colistin – a vital ‘last resort’ antibiotic has been identified in the UK.

In late March 2016, UK Shadow Secretaries of State for Health and Defra sent an open letter - drafted by the Alliance - demanding that the Government ban routine, preventative mass medication of groups of healthy animals. It prompted a response from the Government, which asked Defra and health teams to work together to tackle the crisis.

“**If there is one thing that encapsulates the very subsistence of our lives, it’s the most neglected and downtrodden of all the elements that surround us – our soil.**
George Monbiot speaking on the panel at the ORFC, in response to our report, Runaway Maize.



Photo: Jason Ingram

“**Every inappropriate use of antibiotics on animals is potentially signing a death warrant for a future patient.**
Sir Liam Donaldson, former Chief Medical Officer

The Soil Association Land Trust

Land is donated to the Soil Association Land Trust by retiring farmers and landowners who wish to see their work continue. The Trust provides opportunities for people to enter farming.

It is part of the Soil Association family but is governed by its own Memorandum & Articles and its own board of Trustees.



Photo: Joanna Jacobs

Find out more at:
[www.soilassociation.org/
the-land-trust](http://www.soilassociation.org/the-land-trust)

Oakcroft Organic Garden – the Land Trust bought to life

Oakcroft is one of the earliest certified organic gardens in the UK. It is owned by Mehr Fardoonji (a Soil Association Land Trust Trustee) and is pledged to the Trust. She set up Oakcroft when she came to England from India in the 1960s.

Nowadays, the land at Oakcroft is worked by three friends, known locally as the Natural Veg Men. They grow organic vegetables, sell veg boxes to the community and educate local students about respectful farming and growing.

They work closely with schools across Cheshire and have developed a school veg box scheme with the ultimate goal of broadening the food horizons of the next generation. Money from their school box sales pays for children to visit Oakcroft and learn about growing food first-hand.



Learn more about the Veg Men
here: bit.ly/2eeI3tw



EU referendum – what next for the future of food and farming?

Since the EU referendum, one of the big challenges – and opportunities – we face is joining up farming policy with health, forestry and the environment. If we want a post-Brexit policy that works for everyone, then we must all work together to fight for it.

We're drawing public health experts and officials into the debate about the shape of farming policy, bringing health into the discussions about 'public money for public goods', and we're also working closely with the Government's Committee on Climate Change. We're joining up with groups of similarly-minded NGOs, to amplify our collective voice for bigger influence on policy makers. As you might expect, we're also playing a major part in setting policy priorities for the organic sector.

“ A few months ago everyone assumed that glyphosate would sail through re-authorisation in the EU. These recent decisions are a dramatic blow not just to the future use of glyphosate but to the pesticide industry generally. Peter Melchett, Soil Association policy director

Latest news from Facing the Future

Recently...

🌱 In September, the Alliance to Save our Antibiotics revealed that antibiotic resistant E.coli had been found on meat purchased from seven major British supermarkets. Together the Alliance and the Soil Association launched the campaign, 'Supermarket Superbugs'. Our video was viewed more than 40,000 times, and over 8,000 people joined the call for supermarket action on antibiotics. The campaign made a big noise and also led to responses from all major UK farming & veterinary industry bodies. The Food Standards Authority has since pledged to cut the use of antibiotics on farms, acknowledging the 'significant threat' to human health.

🌱 In the summer of 2016, the Not in our Bread campaign was given strong support by a decision taken by the EU to extend glyphosate's license only until the end of 2017 – instead of the anticipated 15 years.

ENABLING CHANGE

Through our trading subsidiary, Soil Association Certification, we have the privilege of working with over 6,000 businesses – including farmers, growers, foresters, caterers, food processors and manufacturers. The way these businesses work achieves real change in the world – they treat their animals well, they make and serve healthier food, and they educate their customers about the benefits of working with the environment, not against it. In turn, working with these partners allows us to undertake the campaigning and lobbying that also creates real change on the ground.

Our 2016 highlights

- 🍷 The Soil Association's 2016 Organic Market Report revealed that the UK organic market grew by 4.9% in 2015. This has been the third year of consecutive growth for the sector, which is now worth £1.95 billion – that's a lot of money being spent on better food for a healthier world!
- 🍷 In February, research conducted by Newcastle University showed that organic dairy and meat contains around 50% more beneficial omega-3 fatty acids than non-organic. The study was the largest of its kind ever conducted. The news received lots of press coverage at home and internationally, spreading the good news far and wide.
- 🍷 Over half of all primary schools in England are serving food that is ethical, sustainable and free from controversial additives, thanks to the Food for Life Catering Mark. It's a huge step forward in improving children's diets and laying the foundations for a healthy life.



“ Having spent many years working with bees before creating the Therapi range, I saw how the ecology of the human body is really a microcosm of the natural ecosystems we're a part of, and it's only through supporting these that we achieve wellness. When I set out to create Therapi, I wanted to create a brand that championed organic beauty and sustainable business. The Soil Association has been the perfect partner in this – they go far beyond the certification process. The return on investment for our annual license fee is exceptional and it is always a pleasure working with such a talented and enthusiastic team.
Tanya Hawkes, Therapi founder

Read more at:
www.soilassociation.org/certification

A thousand new chances to change the world



1,000 new products means 1,000 new chances to change the world

Soil Association Certification celebrated over 1,000 new products applying for organic certification this year. 1,000 new products holding the Soil Association symbol means 1,000 more chances for consumers to put their money where their values are – in supporting higher levels of animal welfare, less pesticides and more sustainability managed land. Our licensees are part of the growing organic movement that holds the principles of ecology, fairness, care and health at its heart.

The businesses we work with make a difference in the world. The Well Hung Meat company live by the values of 'people, planet and perfection'. They

recognise that the earth's resources are finite and aim to give back more than they take out, and they take the welfare of the animals in their care very seriously. They also speak passionately to their customers about the benefits of organic.

“It's really important to us and our customers that our product comes with the very best organic credentials. Our Soil Association stamp is a guarantee that everything we do is to the highest standards of animal welfare and sustainability
**Tom Bourne -
Well Hung Meat Company**

Schools going for gold with the Catering Mark



Over 50% of English primary schools now serve Catering Mark standard food

Over half of all primary schools in England are serving food that is ethical, sustainable, and free from controversial additives – thanks to the Soil Association's Food for Life Catering Mark. It's a huge step towards improving children's diets and laying the foundations for a healthy life.

The very first school began serving Catering Mark food in December 2008. Eight years later and the award now covers over 1.6 million meals served daily.

The Catering Mark ensures that school children are served food that meets standards on nutrition, freshness, sustainability and animal welfare. This would not be possible without the help of hard-working and passionate teachers, caterers and school chefs who understand the importance of good food for our children.

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

Welsh farm brings organic to inner-city children

The London borough of Tower Hamlets has achieved the Soil Association's top award for catering – the gold Food for Life Catering Mark.

Tower Hamlets has worked closely with its suppliers to reach the gold standard, and is now serving organic meat to pupils, too, thanks to the the Rhug Estate – a Soil Association certified farm in Wales.

Steve Logan, quality assurance and performance development officer for Tower Hamlets said; *“Choosing to progress our Catering Mark to gold created challenges in finding organic halal meat. We started working with the Rhug Estate, and found they could provide all we needed and more. I visited the farm and was really impressed by the standards that the animals were being reared to and the passion and knowledge of the staff. I'm really pleased with the quality of the organic products, which are leaner and tastier than the products we were previously using. Our pupils love them!”*

Tower Hamlets has reported an increase in school meal take-up since the introduction of the Food for Life Catering Mark. Because of this increase they can now afford to buy more organic produce for the children.

Joan Redmond from the Rhug Estate said; *“Through the Soil Association's Catering Mark and their Supplier Scheme, we now supply nutritious food to school children, which we're incredibly proud of.”*

Soil Association Certification Forestry: protecting forests

Our team works in 50 countries, including some of the most environmentally sensitive in the world. We've certified approximately 14 million hectares of forest in 36 countries, including the UK, Chile, Indonesia, Tanzania, Romania and Japan. The 2,000 Chain of Custody certificates we currently have issued in 49 countries guarantee the material that ends up in your floorboards, furniture, book or even your till receipt has come from a sustainable, responsibly managed forest.

We work with organisations of all sizes, from small-scale community owned projects to international businesses such as publishers, builders' merchants and furniture makers. We were also the certification body responsible for certifying the 2012 London Olympic Park!

As well as this, the team works with organisations in developing countries, advising on standards and delivering training programmes where they're most needed. The organic principle of fairness really comes to life through our forest certification work – better management of forests often means handing power back to the people who live and work in them.

“ We're extremely happy with the Soil Association's Forestry team. We appreciate both their principles and the service they offer. We really feel like we're being listened to.

Peter Kelly, Training and Quality Assurance Manager, Howarth Timber

Soil Association Certification Forestry certify and inspect to 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

Harrop-Procter Community Forest – a David and Goliath tale

Our Forestry team has worked with the Harrop-Procter Community Forest group since 2002 as the Certification Body for their FSC® Forest Management certification.

In the mid-1990s, two small communities along the shores of Kootenay Lake, Canada, – Harrop and Procter – confronted the long running 'war of the woods', as logging companies crept closer and became increasingly threatening, particularly to the villages' water supplies.

In 2000, after a long struggle, the Harrop-Procter Community Cooperative (HPCC) was awarded an initial five-year probationary community forest agreement. Then in 2008, HPCC and the Ministry of Forests entered into a 25-year community forest agreement.

Now, the Harrop-Procter community forest is the only FSC® certified community forest in British Columbia. The community-owned project runs an ecosystem-based forest management system that focuses on conservation, protection of water sources, biodiversity, employment and low-impact industry. HPCC also runs a small sawmill that produces primarily cedar and Douglas-fir lumber.

Learn more about our forestry work at:
www.soilassociation.org/forestry

Latest news from Soil Association Certification

Recently...

🌱 There are now over 14,800 Catering Mark meals served each day at the National Trust's 134 properties. The Food for Life Catering Mark ensures that all food is independently inspected to ensure that it is ethical, sustainable, healthy and fresh.

🌱 This September we relaunched our Organic September campaign, urging consumers to 'look for the logo'. This ensures that what they're buying is Soil Association certified, and is therefore produced with higher levels of animal welfare, lower levels of pesticides, no manufactured herbicides or artificial fertilisers and more environmentally sustainable management of the land and natural environment. At the time of writing, we've reached over 30 million people in the press with the message that buying organic means great things for animals, people and the planet!

🌱 We have recently partnered with SALSA (Safe and Local Supplier Approval). This gives small producers an opportunity to get food safety accreditation at the same time as our organic certification, saving them time and money. People are increasingly conscious about what goes into their food, so this joint certification scheme will give them confidence that what they're eating is both safe and ecological. We've had lots of interest since the announcement of the scheme's launch, which will be up and running in late 2016.

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. In Scotland's distinct legal and economic environment – with devolved powers on agriculture, education, the environment and food - this work remains vital.

Photo: Matthias Kremer

Good Food for All in Scotland



Our Food for Life Scotland team works to make good food the easy choice for everyone in Scotland. We make sure good food is not only on the menu, it's part of the conversation and is a way of life in schools, hospitals, care homes, workplaces and cities. Good food holds the key to healthier people, a healthier economy and a healthier environment.



Photo: Nicola Bald

This year we have inspired more organisations across the country to think differently about food:

Thanks to the Food for Life Scotland education framework, 19 new 'ambassador' schools are now mentoring other schools in their local area about how to embed the Food for Life ethos across the curriculum, as well as in the canteen.

Millions of meals are being served to Food for Life Catering Mark standards, as organisations like Aberdeen City Council (serving 1.4 million school meals each year), Pear Tree Nurseries (serving 250,000 meals each year) and the Scottish Parliament's staff restaurant have come on board with Bronze awards.

Schools across the Highlands and Islands are celebrating their crofting heritage with support from our Crofting Connections team. We've held events for senior school pupils to spark their interest in crofting careers.

Edinburgh and Glasgow are embracing change and finding more sustainable approaches to food, as Sustainable Food Cities. They've launched charters to get businesses and the public involved, and they are taking part in our national event to encourage other cities and regions to think about sustainable food.

Food is more than fuel: Inchview Care Home

Through the Food for Life Catering Mark award, Inchview Care Home in Edinburgh uses food as a way to enrich the lives of their residents - with astonishing results.

We connected Inchview with their local high school, Liberton, bringing pupils and residents together to create a cookery book of residents' recipes and share food together. Pupils also helped to build a wheelchair-accessible polytunnel in the home's grounds, which has seen some residents with dementia regain old memories. The project won an award for 'Most Innovative Partnership' at Scotland's Dementia Awards.

The home's manager told us: *"I don't know if you and your organisation realise how much pleasure the polytunnel gives our residents. A few weeks ago a gentleman who is fairly new to us and hadn't been engaging much in activities came to help out for the day. He did a lot of work from his wheelchair. When I asked if he'd enjoyed it, he said he ached all over but that it was the best day he'd had in ages. He's now a regular volunteer in the garden, and is more motivated to do other things. His wife says he has things to talk to her about again, and she feels she has her husband back."*

Photo: Paul Johnston, Copper Mango Ltd



Facing the Future - Scotland's highlights

Our farming team works with farmers, growers and crofters across Scotland to do business in a way that's good for their land and the environment, but also good for profits.

Working in partnership with the Scottish Government and other key decision makers like Quality Meat Scotland and Forestry Commission Scotland, our team runs events and field labs to reach farmers of all kinds. We also work hard to influence the decisions that affect Scotland's land on a national level.

We supported more than 500 farmers to explore sustainable farming techniques – many for the first time – through our information events and field labs. Topics ranged from controlling rushes without chemicals to getting the most from farm soils.

We have influenced agricultural policies in Scotland, by taking an active role in the production of Scotland's national Organic Action Plan, meeting with Government representatives and responding to the Scottish Government's 'Vision for Scottish Agriculture' consultation, being active in the newly-formed Scottish Food Coalition, and sharing our Scottish version of 'Seven Ways to Save Our Soils' with key figures.

Photo: Andrew Perry



“Soil Association Scotland sessions highlight a different, sustainable way of farming; each one I've attended has been hugely valuable and given me lots to think about. I'll be 71 this year, and I'm converting the farm to organic now because I've come to believe it's the best way to farm: for animals, for ethics and for the environment. If I was talking to another farmer - organic or otherwise - who wasn't sure whether to come along to one of these Soil Association sessions, I'd ask, can you really afford not to? **Daye Tucker, a farmer from West Stirlingshire**

Enabling Change - Scotland highlights

In Scotland, as across the UK, we work to make our vision a reality. Through our UK-wide trading subsidiary, Soil Association Certification, we create and inspire consumer trust in organic, which enables our licensees to thrive.

This year in Scotland we:

🌱 Launched our dedicated Scottish certification base. We give our farmers and growers tailored support, and continue to offer expert marketing and business development advice.

🌱 Worked with chefs and suppliers across Scotland to launch Organic Served Here, a new certification scheme for restaurants, cafes and eateries.

🌱 Brought our national Organic September campaign to consumers in Scotland, with press, social media and shop-floor promotions. We held a fantastic pop-up market at Glasgow Botanic Gardens, showcasing fantastic organic produce to the public.

Support for small businesses from Soil Association Scotland

When businesses choose to certify their products with Soil Association Certification, they get expert input to develop new products. This means that companies who want to create ethical, sustainable products can hit the ground running with our help.

In August we held a national 'Dragon's Den' competition in Edinburgh, with the aim of supporting small Scottish organic food and drink businesses to enter the market.

The event generated lots of valuable press coverage, and the winners and runners-up received business consultation sessions worth £1,000.

🗨️ **With my business in the very early stages, I was in need of some outsider feedback to help take it to the next level. I entered the Organic Dragons' Den as the judging panel offered an impressive range of food industry experts. The invaluable feedback I received has given me the confidence boost I needed to power ahead with developing the business. Overall, entering the Den was a great experience and one I would urge other organic start-ups to go for.**

Overall winner of the Dragon's Den session, Demetra Pantelouris of Mero's Dairies

THANK YOU

Thank you so much to everyone who has supported our work this year. Your generosity is achieving so much in the world – and we really couldn't do our work without you!

A huge thank you to our thousands of brilliant and loyal Soil Association members who make our work possible.

Thank you to all of those who have supported our work and have chosen to remain anonymous.

We would especially like to acknowledge the generous support, over many years, of Dr Ian Tomlin who sadly passed away in January 2016.

We are grateful to the following individuals, companies and organisations who kindly supported the Soil Association between April 2015 and March 2016.

Mr D & Mrs S Adriano
Mrs A Allott
Erica Cobb
Mrs A Crossland
Ms M de Botton
Ms H Harbinson
Mr J & Mrs B Lloyd
Orna NiChionna
Dennis Overton
Mr T & Mrs D Sanderson
Hugh & Karen Scott-Barrett
Helen Browning
Anglia Farmers
BBSRC
Princes Charitable Foundation
Produce World
Robin Appel
Waitrose
Bamford
Bidvest Foodservice

Daylesford Organic
Diversified Communications UK
e-foods
Fyffes
Good Energy
Lower Hurst Organic
Natracare
NCB Foodservice Ltd
Neals Yard
OLMC
OMSCO
Organic Trade Board
Pai Skincare
Produce World
Riverford @ the Duke of Cambridge
Sawdays
Skin and Tonic
SKN-RG

Spiezia
The Well Hung Meat Company
Therapi
Thomas Ridley
Triodos
Wholefoods Market
Yeo Valley
Phone Coop
Burgess Salmon
Trigon Pensions
Western Seeds
PKL
Viridian Nutrition

Legacies

Margaret Buxton
John Devlin
Tom Umpleby
Vera Wright

Soil Circle Members

Mr B & Mrs T Arbib
Mr A & Mrs H Armstrong
Miss A Bamford
Mrs G Barker
Mr A Binks & Mrs L Wood
Ms M Borletti
Mr T & Mrs L Brown
Mr A Cooper
Mr A R Cruickshank
Mrs J Davis
Mr W & Mrs M Dodwell
Ms Liz Earle MBE

Mr E Egelie
Mr A Francis
Mr J Hastings-Bass
The Hon Mrs J Hogg
Lady Iliffe
Mrs I Jeeninga
Dr G A Johnson
Mrs O Kay
Ms S Lines
Mr D & Mrs S Lovett
Mr R Mason & Mr P Uhd Jepsen
Mr I E More

Mr P Neville
Mr J & Mrs J Osborne
Ms C Partridge
Mr X & Mrs K Ramirez
The Duke & Duchess of Richmond
Mr J Sundt
Mr H & Mrs R Tinsley
Mr L Wallace
Mrs J Waney
Miss J Wang
Mr M Wynne-Parker

Trusts and foundations

Bernard Richard Body Charitable Trust
Cecil Pilkington Charitable Trust
Chapman Charitable Trust
Doris Field Charitable Trust
Duchy of Lancaster Benevolent Fund
Garfield Weston Foundation
The Gay & Peter Hartley's Hillards Charitable Trust
Green Horizon Charitable Trust
Hamamelis Trust
John Ellerman Foundation
Miss K.M. Harbinson's Charitable Trust
Mitchell Trust
Mr & Mrs Pye's Charitable Settlement
Pilkington General Charity Fund
Sir James Knott Trust
Stella Symons Charitable Trust

The 1970 Trust
The 29th May 1961 Charitable Trust
The Ashden Trust
The Daylesford Foundation
The Ernest Cook Trust
The February Foundation
The Gibbons Family Trust
The James Beattie Charitable Trust
The Mill Garden Trust
The Persula Foundation
The Prince of Wales's Charitable Foundation
The Ratcliff Foundation
The William Dean Countryside & Educational Trust
Tisbury Telegraph Trust
The Craignish Trust
Edinburgh and Lothians Health Foundation

Government, Statutory, Lottery and Public bodies

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

CHARITY FINANCES

£6.3m
Total income

£406k Donations

We are always blown away by the generosity of our donors. This year our donors made great steps towards protecting soil for future generations. We argued for drastic improvements to Government policy in order to protect and enhance our soils and the Government endorsed all of our key points - a huge win for enshrining the protection of soils.

£38k Legacies

We are always so honoured to receive gifts kindly left in people's wills. Legacies can enable the work of the Soil Association Land Trust, safeguarding productive land and protecting the countryside for future generations.

£827k Membership

Income from our supporters is vital to our campaigning and influencing and helps us plan for the future. This year our supporters have helped secure free school meals, make progress towards banning pre-harvest use of glyphosate and get healthy meals into Ofsted inspections.

£2,576k Grants

This year grants have again been vital in powering our programmes, in particular our work to find and deliver solutions to some of the world's most pressing health and environmental problems - what we eat and how we grow our food.

£1,881k Contracts

Our good food programmes are commissioned by the public and private sector to improve people's health, the economy and approach to sustainability. This year Food for Life has worked in around 30 cities and counties to help schools, nurseries and hospitals transform their approaches to food and make sure everyone has great healthy food to eat.

£506k Licence Fee & dividend from SA Certification business

Each year our not-for-profit business, Soil Association Certification, pays us a license fee which contributes to the work of the charity. As the charity campaigns for ecological, fair and healthy food and farming, the businesses that we certify showcase that it's practical and profitable to be part of the good food movement.

£61k Other income

£6.8m
Total expenditure

These figures are an extract from our 2015/16 Annual Report and Accounts showing the Charity's underlying financial performance in the year, after removing the effect of accounting timing differences and one-off extraordinary items. The full audited financial statements are available on request or can be accessed on our website.

£3,871k Food for Life programmes

We're making good food available in nurseries, schools, universities, hospitals, care homes, workplaces and on the high street. This year's evaluation shows that if all primary schools in England were Food for Life schools, 1 million more children would eat five or more portions of fruit and vegetables every week day.

£593k Campaigning and communications

Our small policy team punches well above its weight. Successes this year included seeing great strides forward in our decades long work to reduce antibiotic use in farming, influence on the use of deadly neonicotinoids, the growing of destructive maize crops, soils policy and improving hospital food.

£1,808k Facing the Future

Working with farmers, growers and researchers, we're championing practical solutions to farming's modern-day challenges. Successes this year include launching the Innovative Farmers network, part of the Duchy Future Farming programme, which is finding solutions to farming's modern challenges.

£581k Cost of generating funds

To make the change in the world we all want to see, it is vital we invest in fundraising to grow our income. This year we established new philanthropy and corporate fundraising programmes, which will bring us new and sustainable sources of income for the future.