

WELCOME



Soil Association

Annual General Meeting 2017





GABRIEL SCALLY

Chair of Trustees



World Health Organization

Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity.

Preamble to the Constitution of the World Health Organization as adopted by the International Health Conference, New York, 19-22 June, 1946; signed on 22 July 1946 by the representatives of 61 States (Official Records of the World Health Organization, no. 2, p. 100) and entered into force on 7 April 1948.



Wanless warning: future of NHS hangs on obesity action

Daniel Martin

daniel.martin@emap.com

The government has failed to tackle obesity – and unless it does so, the future of the NHS hangs in the balance, says the man who persuaded ministers to pump record sums into the service.

Sir Derek Wanless has been hired by the King's Fund to examine the impact of the billions ploughed into the NHS since his groundbreaking 2002 report.

The study will assess whether the extra billions have been spent wisely and, if not, how services and funding need to change. He will look at progress against the ideal 'fully-engaged scenario' he set out, under which people would take more responsibility for their own health.

Speaking exclusively to *HSJ*, he warned that failure to improve the nation's health would create pressure to consider alternatives to a state-funded NHS.

The original 2002 report by the former NatWest banker warned that unless much more money is spent on health promotion, the NHS would face its worst-case scenario of 'slow uptake' leaving taxpayers



Sir Derek: 'People may begin to question what they are prepared to pay for.'

should be her [Patricia Hewitt] priority.'

He also said he was interested in ideas floated by Conservative MP David Cameron and Chancellor Gordon Brown for greater NHS independence – but that it depended on what the phrase meant.

'It depends who makes decisions about funding; who sets the targets. These are issues that need to be sorted out. You can't just carve up an NHS organisation and say what you like'. Independent practice will mean a very tightly defined framework.'

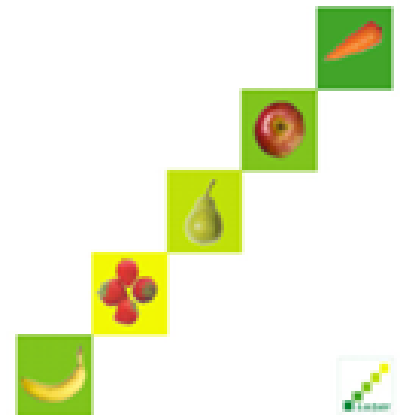
Sir Derek said he hoped his study would help take some of the guesswork out of the national point-scoring out of the NHS by setting out clearly what has been achieved and what has not.

In the summer, Ms Hewitt previously said the NHS has had its 'best ever year'. Asked about the picture, Sir Derek said: 'I am sure you can find a point at some places where things have gone very well but there will be bound to be areas where things have not gone right,' he said.

'We are trying to look at the picture overall and trying to get away from that sort of sloganising that is a political debate and often



School Fruit and Vegetable Scheme



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Environment](#)[Technology](#)[Entertainment](#)[Also in the news](#)[Video and Audio](#)[Have Your Say](#)[Magazine](#)

Last Updated: Wednesday, 21 September 2005, 17:06 GMT 18:06 UK

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School food 'has more pesticides'

Fruit and vegetables given to children in schools contain more pesticides than shop-bought produce, a report suggests.

Chemical residues were found in 84% of fresh produce in schools compared with 57% in stores, government figures published by the Soil Association said.



The government research was carried out in 2004

The campaign group said it was "wrong" to provide lower quality food to "the most vulnerable in society".

The government said chemical levels in shops and schools were "broadly similar" but were being monitored.

Pears

Full details of pesticides sought and residues detected are in Table 5 at page 29
Suppliers details are in the Brand Name Annex at page 66

Results

- 1 sample was tested for up to 370 pesticide residues
- The sample was imported from the EC
- The sample contained residues below the relevant MRL
- The sample contained residues of more than one pesticide

Conclusions

The laboratory detected 8 different pesticide residues. Following the Health and Safety Executive (HSE)'s risk assessment, we do not expect these residues to have an effect on health.

Pears

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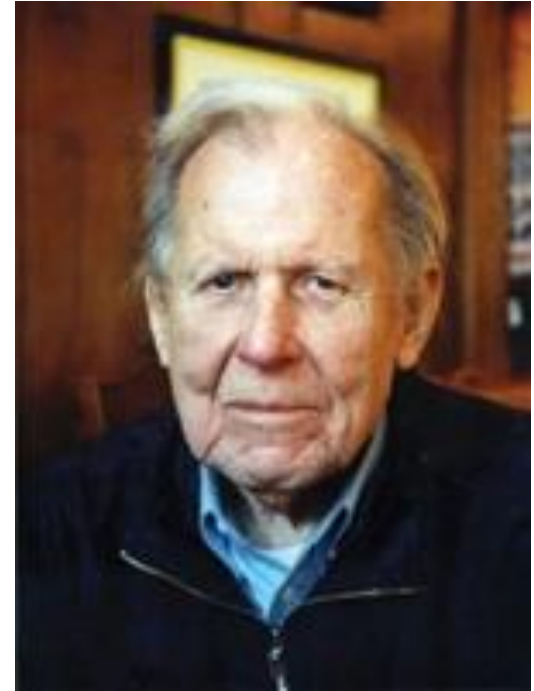
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“Human health is a subsystem of the Earth’s health. You cannot have well humans on a sick planet. And that is what we are trying to do, with all our technologies: we are trying to have well humans on a sick planet.”



Thomas Berry ,The Mystique of the Earth. *Caduceus*, Spring 2003, Issue 59.



MARTIN DAWSON

Chief Operating Officer

CHANGES IN TRUSTEES



- Professor Isabel Oliver - public health professional
- Thomas Bourne - business consultant
- Rosemary Radcliffe CBE - economist and business advisor
- Martin Nye - career in supply chains, product testing and environmental services
- Jo Ingleby - chef and cookery teacher
- Retiring trustees - Dennis Overton, Charles Weston, Neil Canetty Clarke and Matt Brown



Statement of Financial Activities for the year ended 31 March 2017		Unrestricted	Restricted	Total	Total
	Funds £'000	Funds £'000	2016/17 £'000	2015/16 £'000	
Incoming resources					
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	
Total incoming resources	3,575	5,977	9,552	5,780	
Resources expended					
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	
Total resources expended	3,513	2,218	5,731	6,850	
Net incoming resources - before transfers					
	62	3,759	3,821	(1,070)	
Transfer between funds					
	1,000	(1,000)			
Net incoming resources - before other gains and losses					
	1,062	2,759	3,821	(1,070)	
Gains/(losses) on investments					
	12	0	12	(970)	
Net incoming resources for the year					
	1,074	2,759	3,833	(2,040)	
Total funds brought forward					
	1,001	1,071	2,072	4,112	
Total funds carried forward					
	2,075	3,830	5,905	2,072	
Balance Sheet as at 31 March 2017					
			Total	Total	
			2016/17	2015/16	
			£'000	£'000	
Assets and liabilities					
			2,988	126	
Fixed assets			6,320	6,404	
Current assets			(1,924)	(4,458)	
Current liabilities			(1,479)	0	
Long term liabilities			5,905	2,072	
Net assets					
Funds and reserves					
Unrestricted funds			2,075	1,001	
Restricted funds			3,830	1,071	
Total funds			5,905	2,072	

2016/17 CHARITY ACCOUNTS

Full copies of the Soil Association Group unqualified audited accounts are available from the Soil Association website, Companies House and the Charity Commission.



HELEN BROWNING

Chief Executive Officer

HIGHLIGHTS OF THE YEAR

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





GOOD FOOD FOR ALL

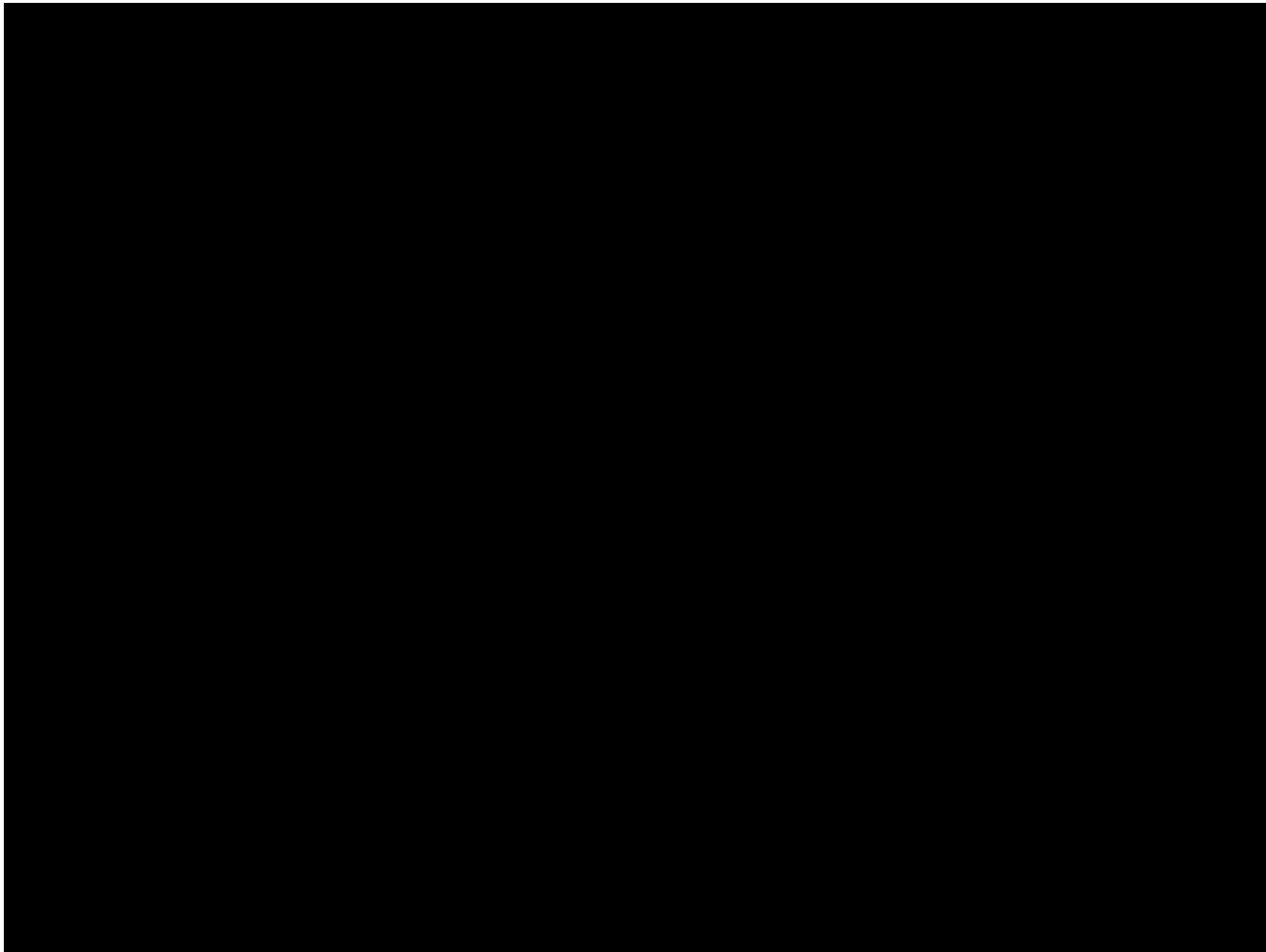
Vision:

A healthy, thriving population; buying, growing, cooking and eating good food

How?

By making good food the easy choice for everyone, wherever and whenever they are

FOOD FOR LIFE IN ACTION



SOME HIGHLIGHTS



- Older people eating, cooking and growing good food together
- 50 towns and cities putting food at their heart
- 1.7 million Food for Life meals eaten every day
- Free school meals – saved!

TRANSFORMING FOOD IN SCHOOLS



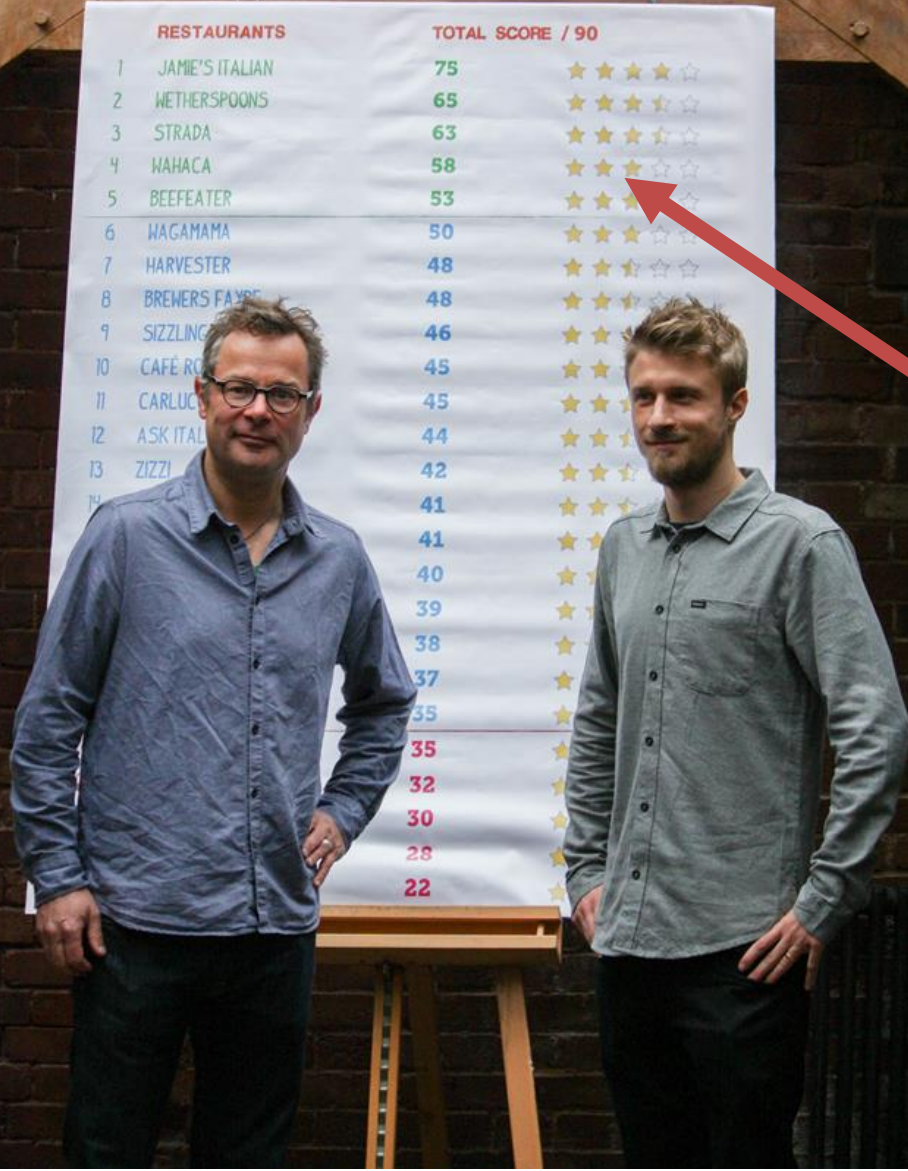
TRANSFORMING FOOD IN HOSPITALS





OUT TO LUNCH

(FROM OUR LAUNCH
ON WEDNESDAY!)





Two fast food chains call time on 'bottomless' drinks

◆ Offers of "bottomless drinks" will be withdrawn by two major restaurant chains amid fears that they are driving unhealthy sugar-intake levels.

Pizza Hut and TGI Fridays have both pledged to stop selling refillable sugary soft drinks by March next year. The decision came as the food charity, **The Soil Association**, released its **Out to Lunch** league table, which ranked

25 of the UK's most popular chain restaurants on healthy eating.

Both Pizza Hut and TGI Fridays found themselves in the bottom 10 amid concerns about the number of healthy options that they provide.

The ban has been backed by Hugh Fearnley-Whittingstall, the television cook and activist, who said that "bottomless drinks" amount to "all the

sugar you can eat". He added: "I'm delighted that two chains have risen to our challenge and gone some way to stop selling children 'bottomless' fizzy drinks."

Three glasses of a soft drink could add up to more than 100g of sugar, while the NHS recommends a daily intake of no more than 24g per day for children, he added.



Restaurant chains criticised over sugary children's menus

Pubs also under fire for super-sized puddings

Top table

Top five

This year it is supported by the chef and environmental campaigner, Hugh Fearnley-Whittingstall.

OUT TO LUNCH WEDS 11 OCTOBER 2017!



THE TIMES

Restaurants abandon free fizzy drink refills

FOOD

Restaurant chains serving 'super-sized junk' to kids

By Josie Clarke

Some UK restaurant chains are still serving "super-sized calorific junk" to children despite widespread efforts to tackle the obesity crisis, a survey has found.

bottom five, with Burger King last.

Rob Percival, a spokesman for the Soil Association, said: "Many restaurants are now prioritising child health and investing in healthier and more creative meal options. But there is still a national

RESTAURANTS BLASTED OVER FATTY KID MEALS

By DANIEL JONES, Consumer Editor

BIG PROBLEM 1

FAMILY restaurants have been slammed for unhealthy food that is making kids fat — including a pudding with 20 teaspoons of sugar.

Hungry Horse's Popping Candy Wafer Boat with 78g of sugar — five times kid's

daily allowance — is one example in the Soil Association's Out to Lunch report.

Secret diners visited restaurants up and down Britain. The report ranks the 25 biggest chains. Wetherspoons and Beefeater scored in the top five healthiest, while family favourites Prezzo and Nando's have

fallen into the bottom five. Jamie's Italian topped the table and Burger King came last.

The most calorific pudding is Harvester's Choc Cookie Pizza, at 721 calories. Harvester said it will reformulate the dessert.

Rob Percival from the Soil Association said: "We found that renegade chains are ignoring parent concerns by dishing up super-sized calorific junk."

This year Out to Lunch joined forces with TV chef and cam-



Choc pizza... at Harvester



Daily Mail

More than four million British children are obese or overweight: Warning of 'absolute crisis' in child health leading to heart disease, cancer and diabetes

- Four in 10 young people aged between five and 19 are obese or overweight
- Total up from 2.66million in 1975 to 4.53million last year, researchers found
- World Health Organisation said politicians failed to act after years of warnings

By BEN SPENCER MEDICAL CORRESPONDENT FOR THE DAILY MAIL



FARMING FOR THE FUTURE

Vision

**Good food and livelihoods from the land,
which work with nature**

How?

**Together with farmers, growers, researchers and
campaigners, we are finding innovative solutions
to some of the most pressing challenges facing
farming today**

POST-BREXIT FOOD AND FARMING



SOME HIGHLIGHTS



- 11,000 farms and 200k cows with improved welfare
- A new generation of growers
- 22% increase in farmers converting to organic



INNOVATIVE FARMERS



SAVE OUR ANTIBIOTICS



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

SOIL HEALTH IS EVERYTHING





CERTIFICATION: ENABLING CHANGE

Vision: to make sustainable production and consumption the norm

We help over 6000 businesses to work in ways that are good for people and good for the planet.

These businesses farm without synthetic pesticides or herbicides. They serve seasonal food. Their clothing lines are made from organic cotton. They keep their beauty products toxin-free. They protect forests.

And we inspire consumers to make great choices every day!

FORESTRY



Building a
sustainable
future



BUILDING THE ORGANIC MARKET



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

Consumers see the lack of meaning as a problem, some a frustration, many an opportunity

“You have to do a lot of reading to figure it out. You have to be interested in the first place”

Amber, Principled Striver, London

“They need to get the back story out and explain to us exactly why we are buying organic... why it is better”

Michelle M, Fashion Follower, Glasgow

“I’m not quite sure what it means. I don’t think, ‘It’s tastier because.....’”

Dee, Healthy Lifestyler, London

“To simply explain organic in a really simple, unpretentious way”

Tanya, Food Explorer, London

“I guess we’re doing it because we’re generally thinking it’s going to be better for us but we don’t have all the knowledge or know for sure”

Alison, Food Explorer, Glasgow

“They’re preaching to the converted. It needs to be communicated more clearly on the front (of the pack)”

Simone, Healthy Lifestyler, London

“(They) should make it clearer what is so good about it. It’s worth having a couple of adverts on telly for people like me who are clueless”

Chantelle, Fashion Follower, London

“You still have that little voice saying, ‘why are you spending all that money on that particular item when you could get a cheaper one?’”

Tracy, Food Explorer, Glasgow

“What is it? What’s it going to do for me and my family?”

Michelle K, Fashion Follower, Glasgow

“I’d like to have the evidence that it’s good for you and going to benefit you”

Katie, Higher Purpose, Glasgow

Which is hardly surprising



SOIL ASSOCIATION ORGANIC CERTIFICATION GUARANTEES FOOD YOU CAN TRUST. ORGANIC IS BETTER FOR THE ENVIRONMENT, ANIMAL WELFARE, WILDLIFE AND IT'S GM-FREE. WE RECKON IT TASTES BETTER TOO.





FOOD AS IT SHOULD BE

- **Certified organic.** When you see the organic symbol you can be sure what you buy has been produced to the very highest standards. It means fewer pesticides, no artificial additives or preservatives, the highest standards of animal welfare and absolutely no GM ingredients.
- Organic always means:
 - ✓ Fewer pesticides
 - ✓ No artificial colours & preservatives
 - ✓ Always Free Range
 - ✓ No routine use of antibiotics
 - ✓ No GM Ingredients



ORGANIC BEAUTY

FARMING PIONEERS



Gerald Miles
Caerhys Organic Farm

We've even got two of the rarest
varieties of weeds

OUR PRIORITIES FOR 2018



FARMING FOR THE FUTURE



- Investing in healthy soils
- Zero carbon farming by 2050
- Funding for farmer-led research
- Stronger support for organic farming
- A good life' for all farm animals within 10 years



GOOD FOOD FOR ALL



- Investing in child health
- Better public procurement
- Every hospital becomes a 'beacon of good food'

A NEW HOME!



The proposal | sketch views



The proposal | ground floor -kitchen



**QUESTIONS
FOR HELEN
AND THE
TEAM**



QUESTIONS FROM MEMBERS



LUNCH

(ORGANIC OF
COURSE!)





HERBERT GIRARDET

Farming, cities and the cycle of life



Herbert Girardet

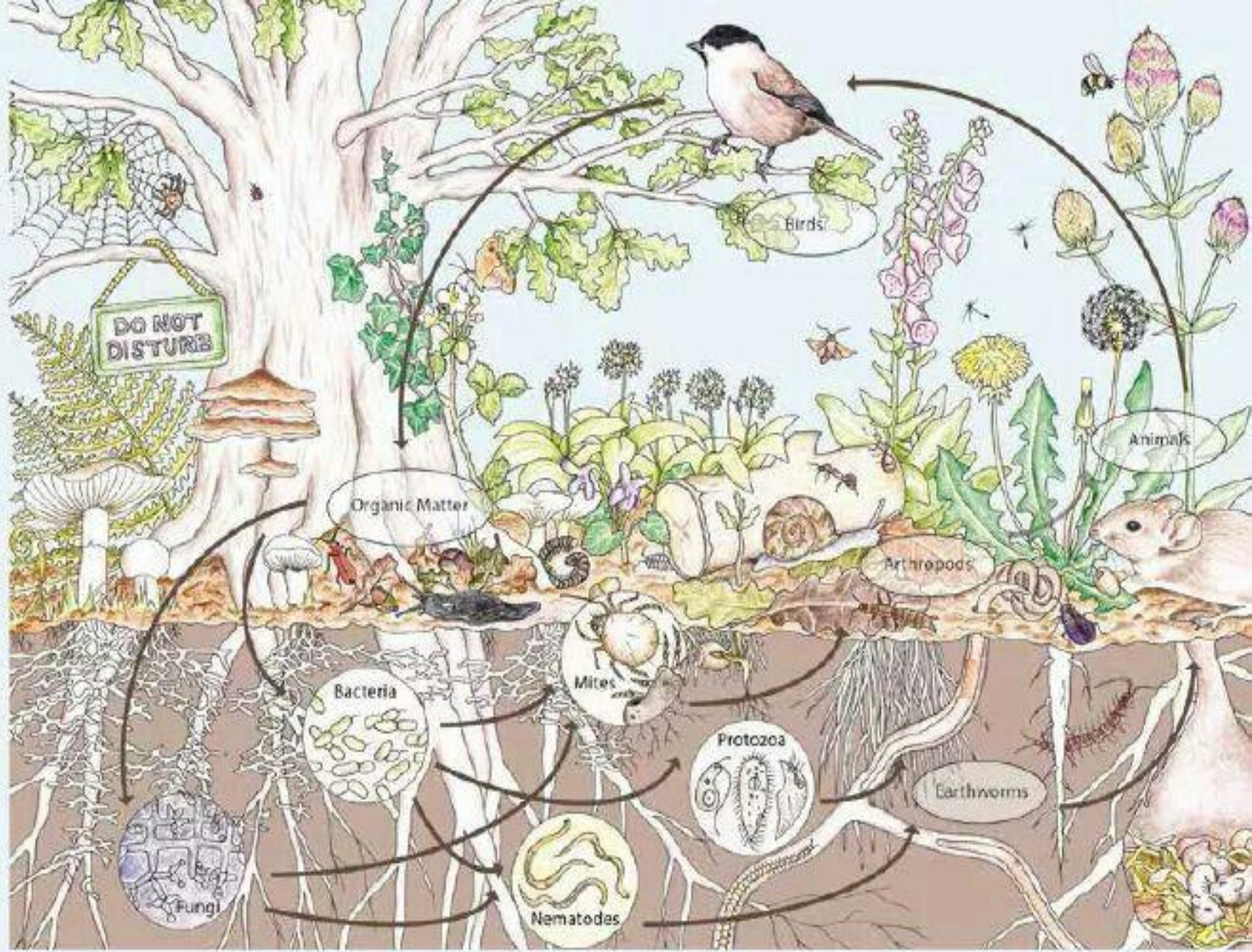
Presentation outline

- Nature as circular system
- Agropolis: the self-reliant urban system
- The story of Rome and North Africa
- London's growth and its global food dependence
- Petropolis: the fuel-hungry city
- The spread of global ecological footprints
- The urban metabolism: from linear to circular
- Ecopolis: the regenerative city
- The Adelaide case study
- Healthy soils, healthy food, healthy planet
- The need for appropriate policy





The Soil Life Cycle



Primary Decomposers

Secondary Decomposers

Higher Level Decomposers

Nutrients Released

"Agropolis"



Town



Navigable river



Market gardening and milk production



Firewood and lumber production



Crop farming without fallow



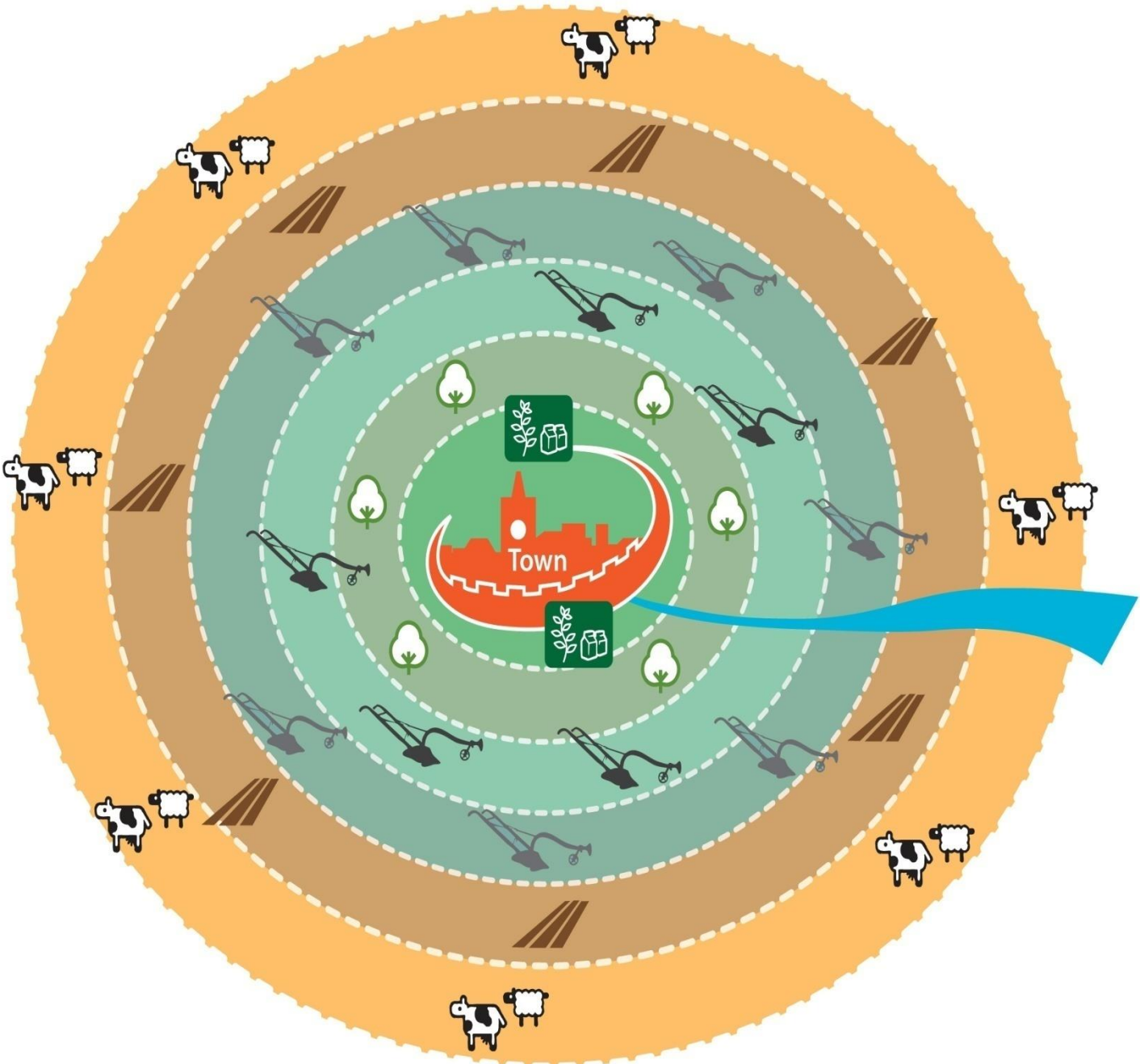
Crop farming, fallow and pasture



Three-field system



Livestock farming





AQUISGRANVM. *Orbis. Arch. ad*
Monasterium fimo. perantiqua Imperij sedi.
monasterio Caroli Magni Throno pri-
uaria. Di. peregrinorum. et reliquias. frugal-
ratione. inuentione. Anno parte. iuliano.
MD. D. LXXVI. Colonia. Agripp.

SEPTENTRIO



Montereggioni, Tuscany





- ‘The criteria for a *sustainable* agriculture can be summed up in one word - permanence, which means adopting techniques that maintain soil fertility indefinitely.’

Lady Eve Balfour, Soil Association founder, 1946



Rome in North Africa

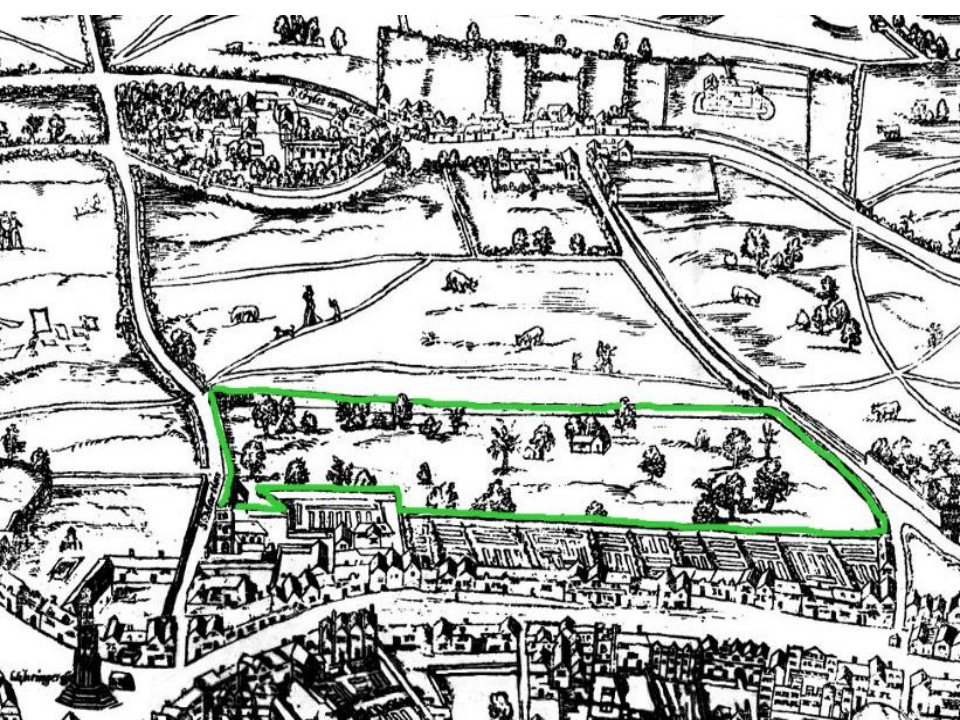


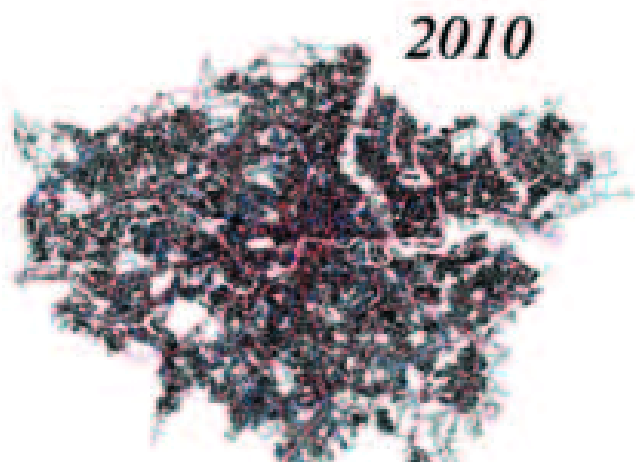
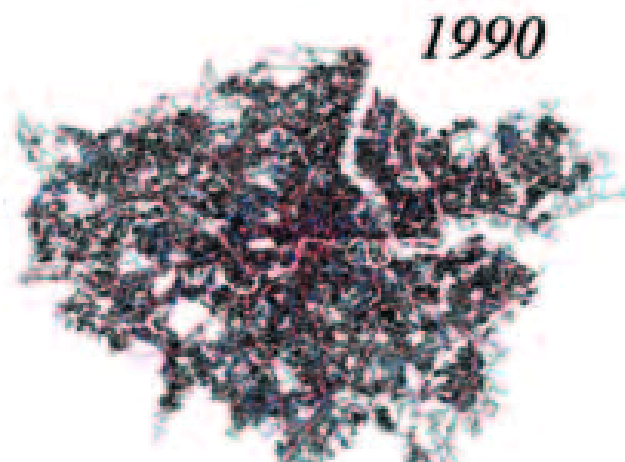
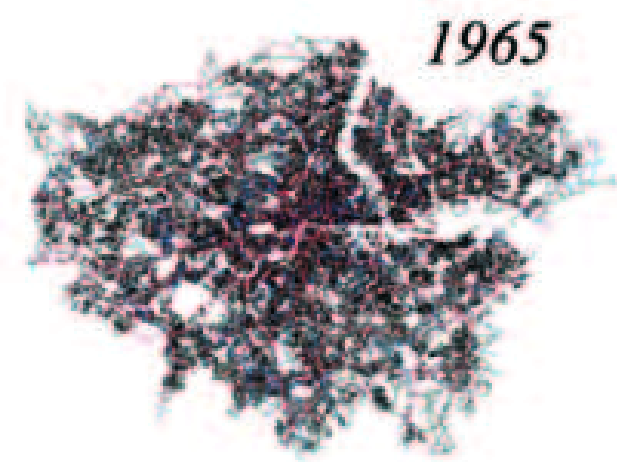
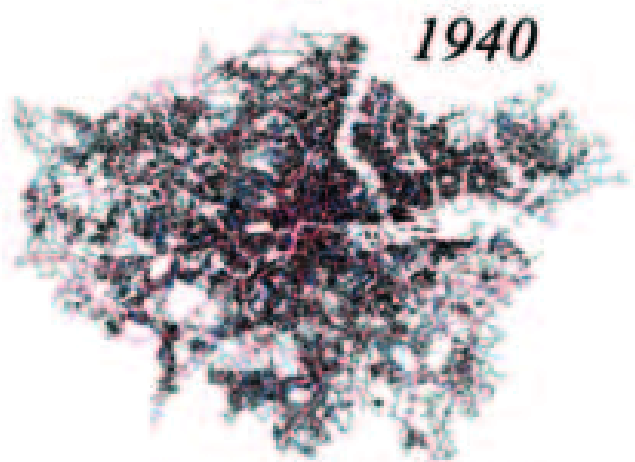
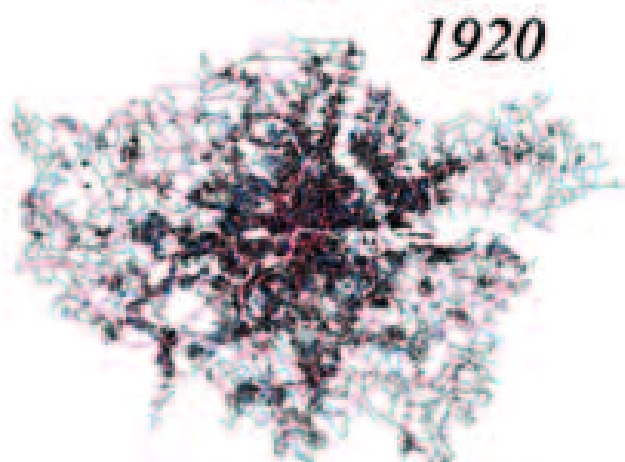
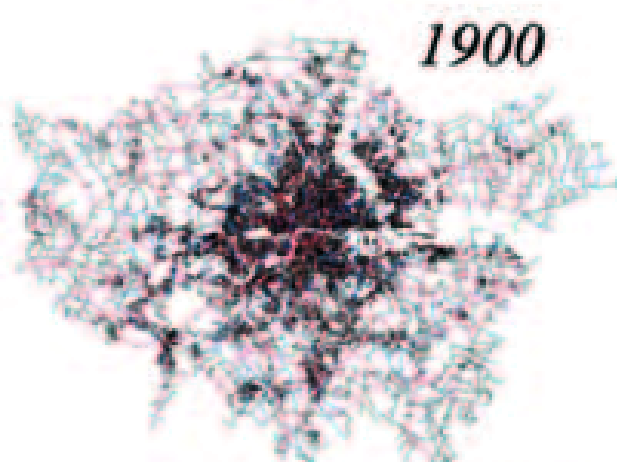
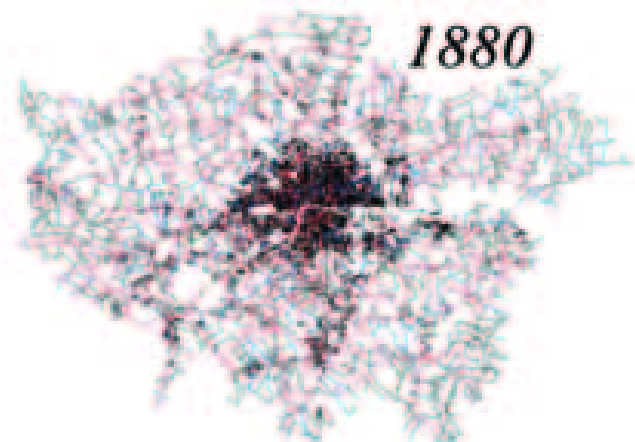
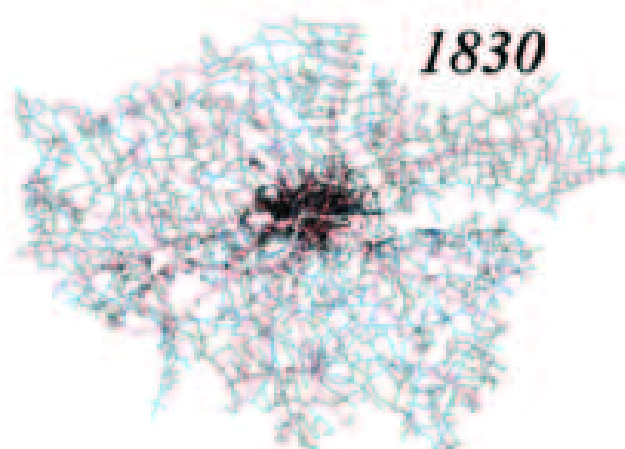


London

















Habitat Land

Built Land

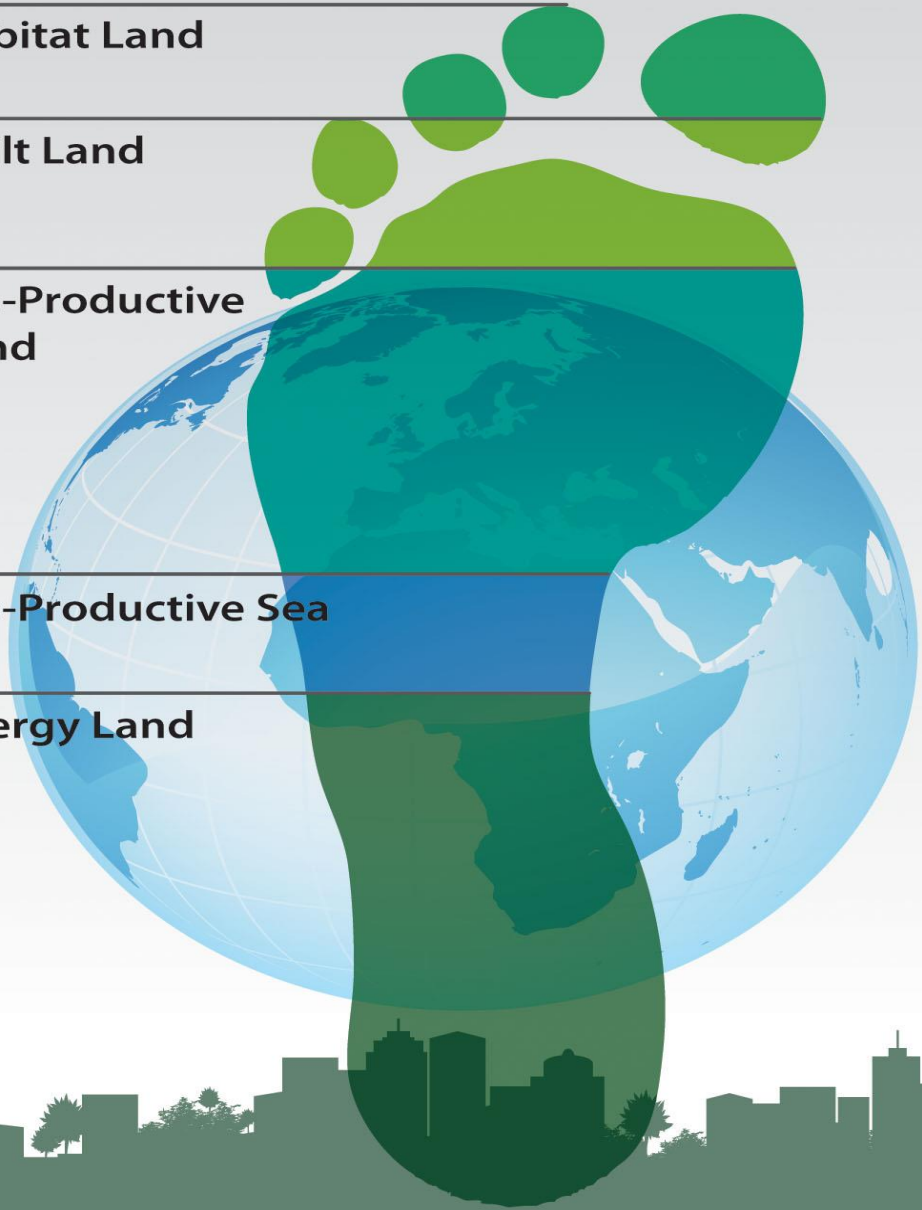
Bio-Productive
Land

Bio-Productive Sea

Energy Land



Ecological Footprint of Cities



London's Ecological Footprint

- Population: 8,000,000 people
- Surface area: 158,000 ha = 0.02 ha (0.05 acres) per person
- **Area required for food production: 8,400,000 ha = 1.2 ha per person**
- Forest area required for wood products: 768,000 ha
- Land area required for carbon sequestration
- = bio-fuel production: 1.5 ha per person: 10,500,000 ha = 1.31 ha per person
- **London's footprint: 19,700,000 ha = 125 times London's surface area**
- Britain's productive land: 21,000,000 ha
- Britain's surface area: 24,400,000 ha

© Herbert Girardet , 2001



FARADAY GIVING HIS CARD TO FATHER THAMES;

And we hope the Dirty Fellow will consult the learned Professor.



Sewage Quotes

Sewage, o why with rain dilute?
Your rain with sewage, why pollute?
Each will the other spoil;
To mix them is the great mistake.
Your rainfall to the river take,
Your sewage to the soil.

Punch Magazine, 1862

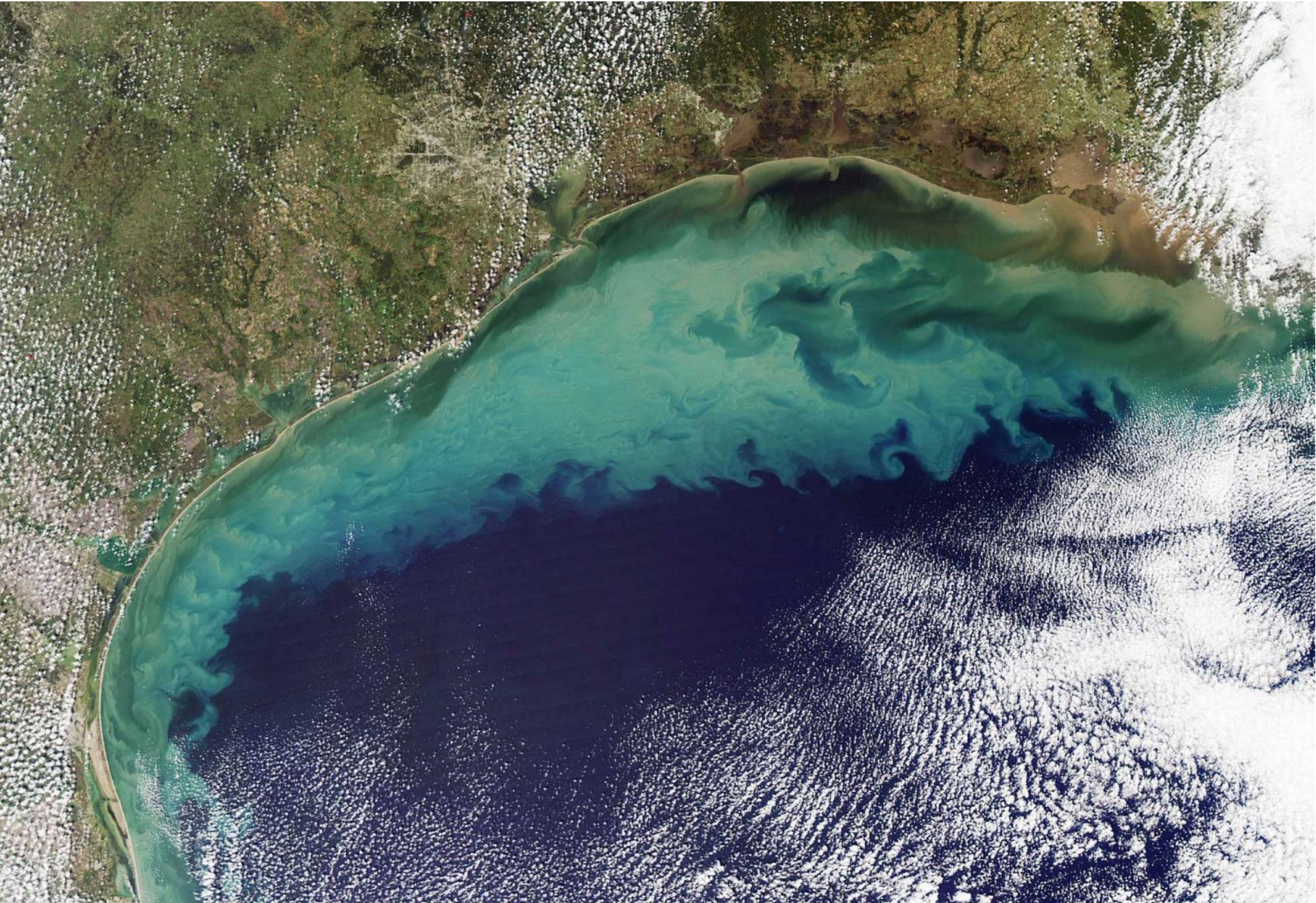
‘The introduction of water closets into England results in the loss annually of the materials capable of producing food for three and a half million people.’

Justus von Liebig, Agricultural Chemistry, 1840

‘A good sewer is far nobler and a far holier thing ... than the most admired Madonna ever painted.’

John Ruskin, Victorian art and social critic, 1861

Gulf of Mexico 'Dead Zone'





"Petropolis"



Central city



Navigable river



Air imports/exports



Road imports/exports



Rail imports/exports



Sea imports/exports



Global communications



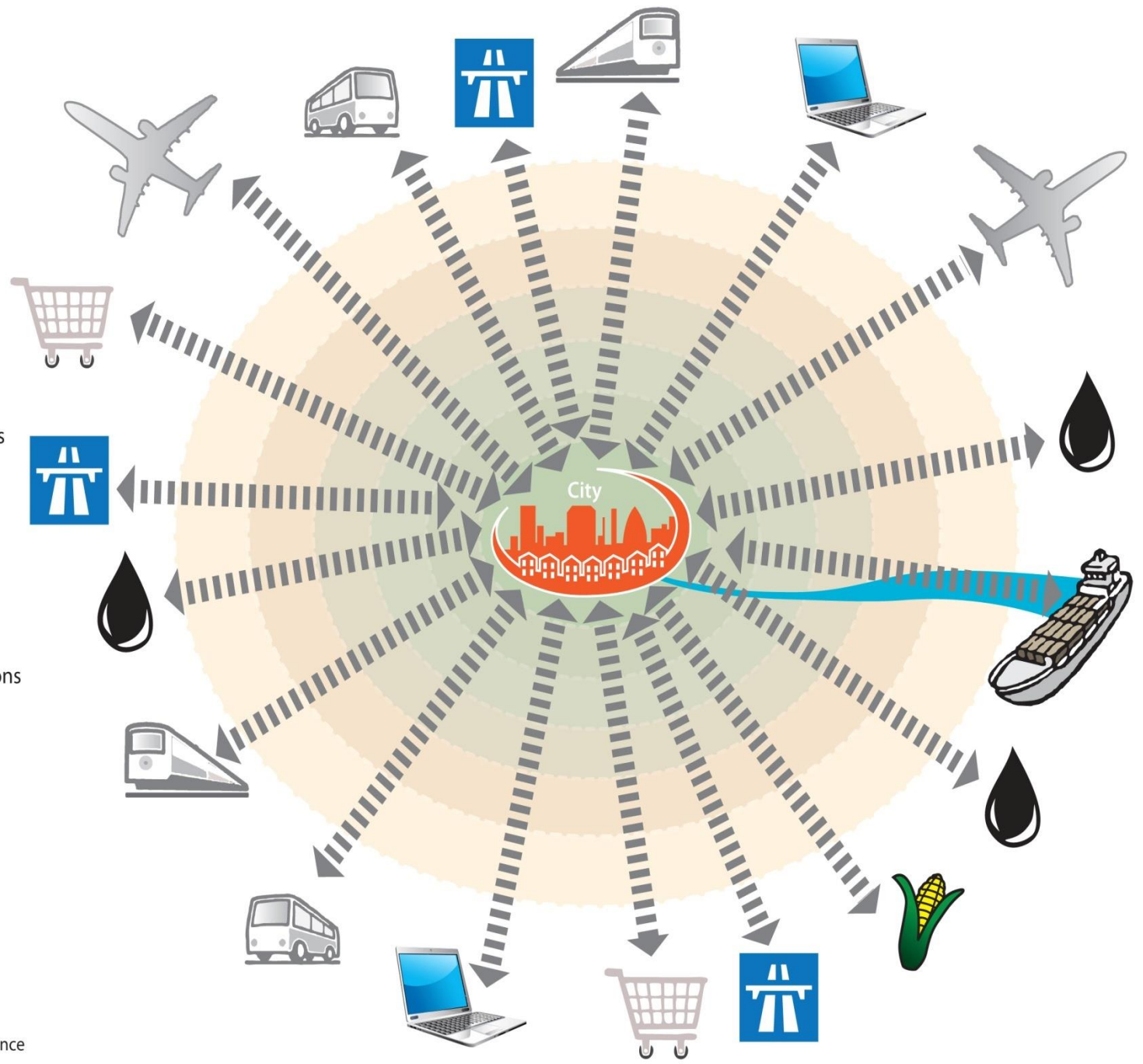
Oil imports



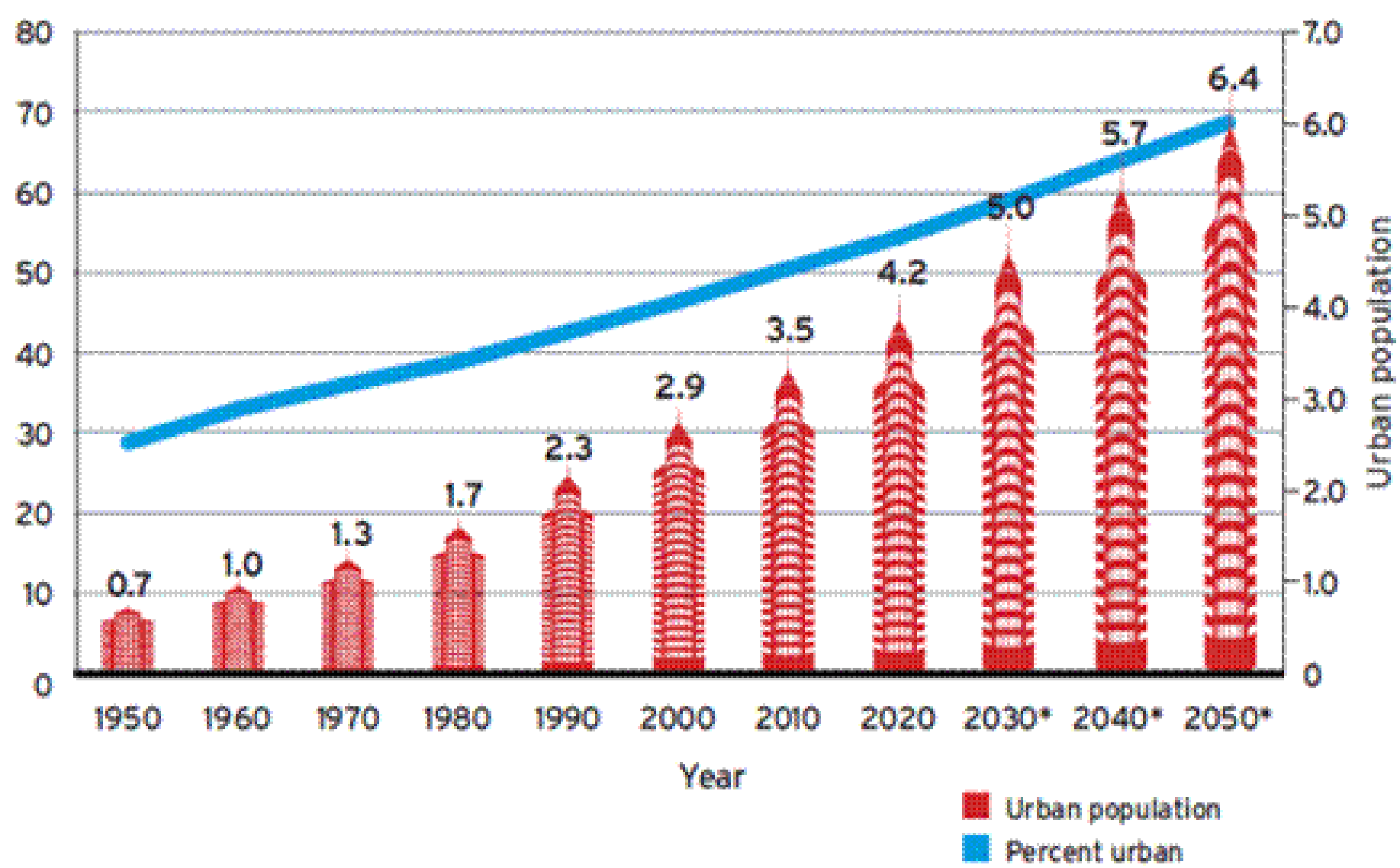
Food imports

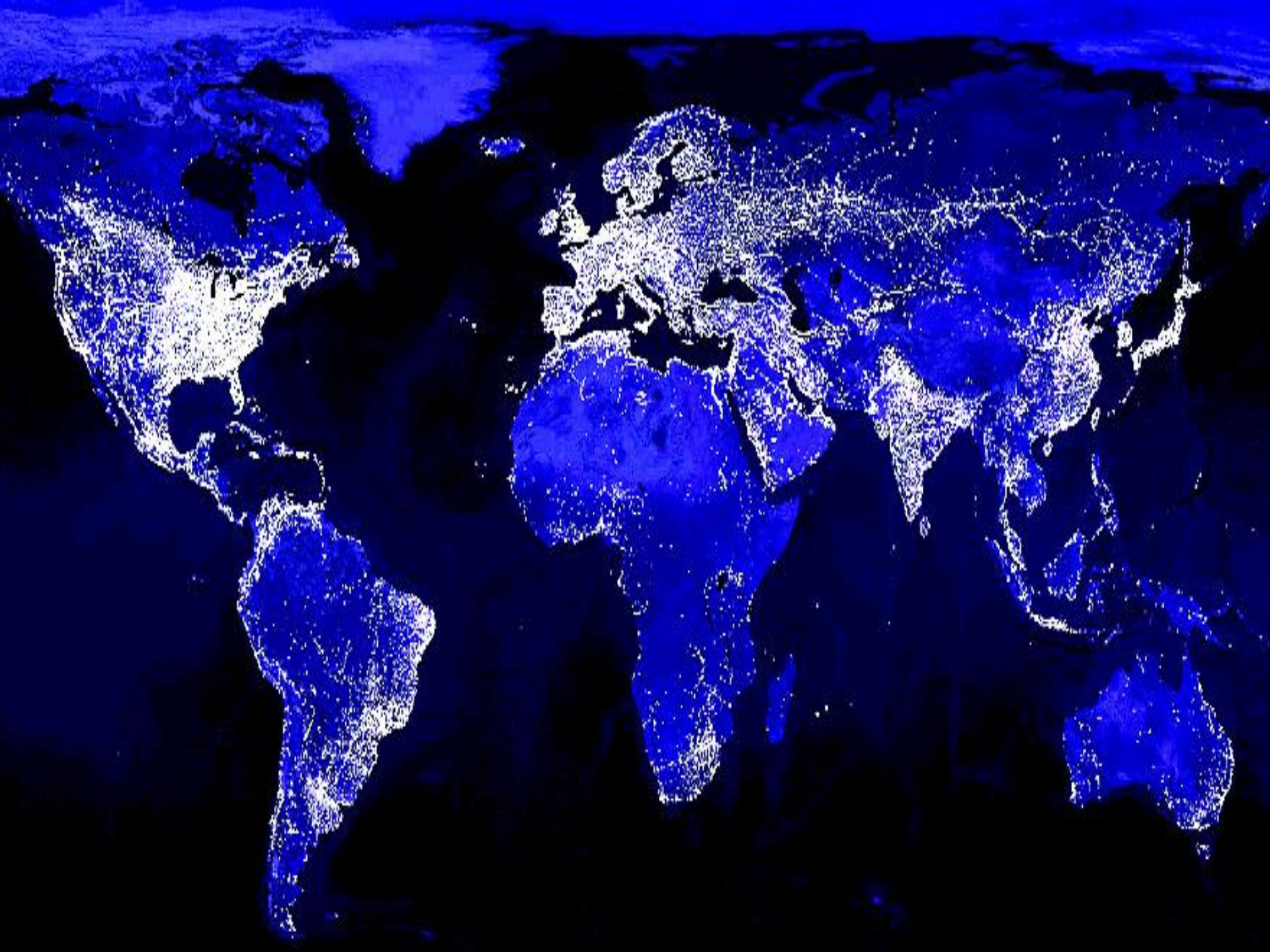


Motorway links



Percent of world population living in cities





Atlanta





HOV 2+1
Memphis Drive
By I-75

20 West
Birmingham

20 East
Augusta

ENT 247
ENT 246
Fulton St
Central Ave
Ga State Univ

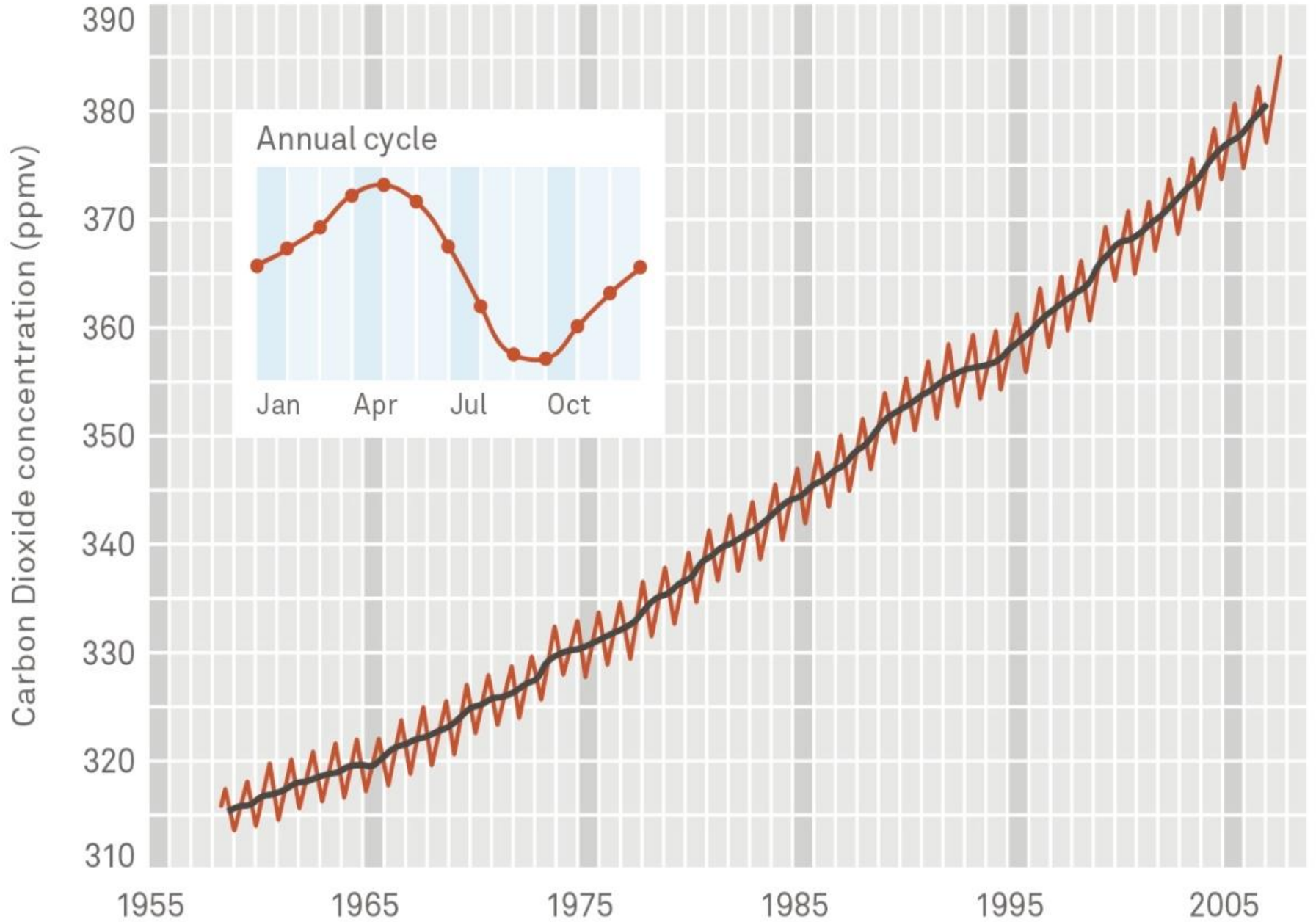
Cities and their dependencies

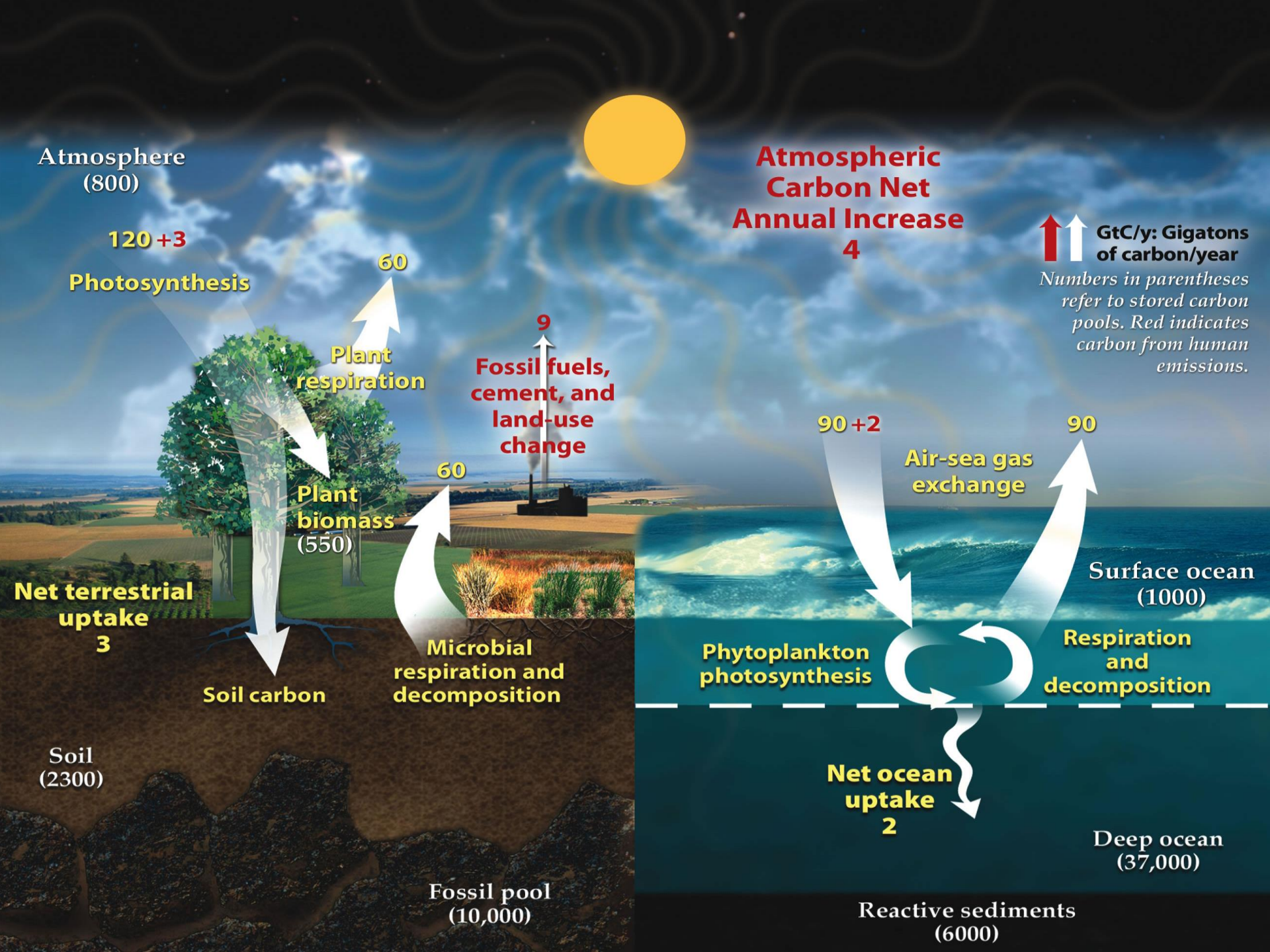
- In developing countries, as villagers move to the city, per capita resource consumption typically increases fourfold
- Humanity is building an urban future, yet current types of urbanization are threatening the very future of humanity and the natural world
- Cities depend for their existence on ecosystems, forests and farmland territories vastly larger than cities themselves
- In an urbanizing world, the globalisation of food supplies is dislocating the nutrient and carbon cycles of planet earth
- Reliance on chemical inputs is an inappropriate and unsustainable response



Atmospheric Carbon Dioxide

Measured at Mauna Loa, Hawaii





Shanghai Pudong 1978



Shanghai Pudong 2013













Dubai 2015



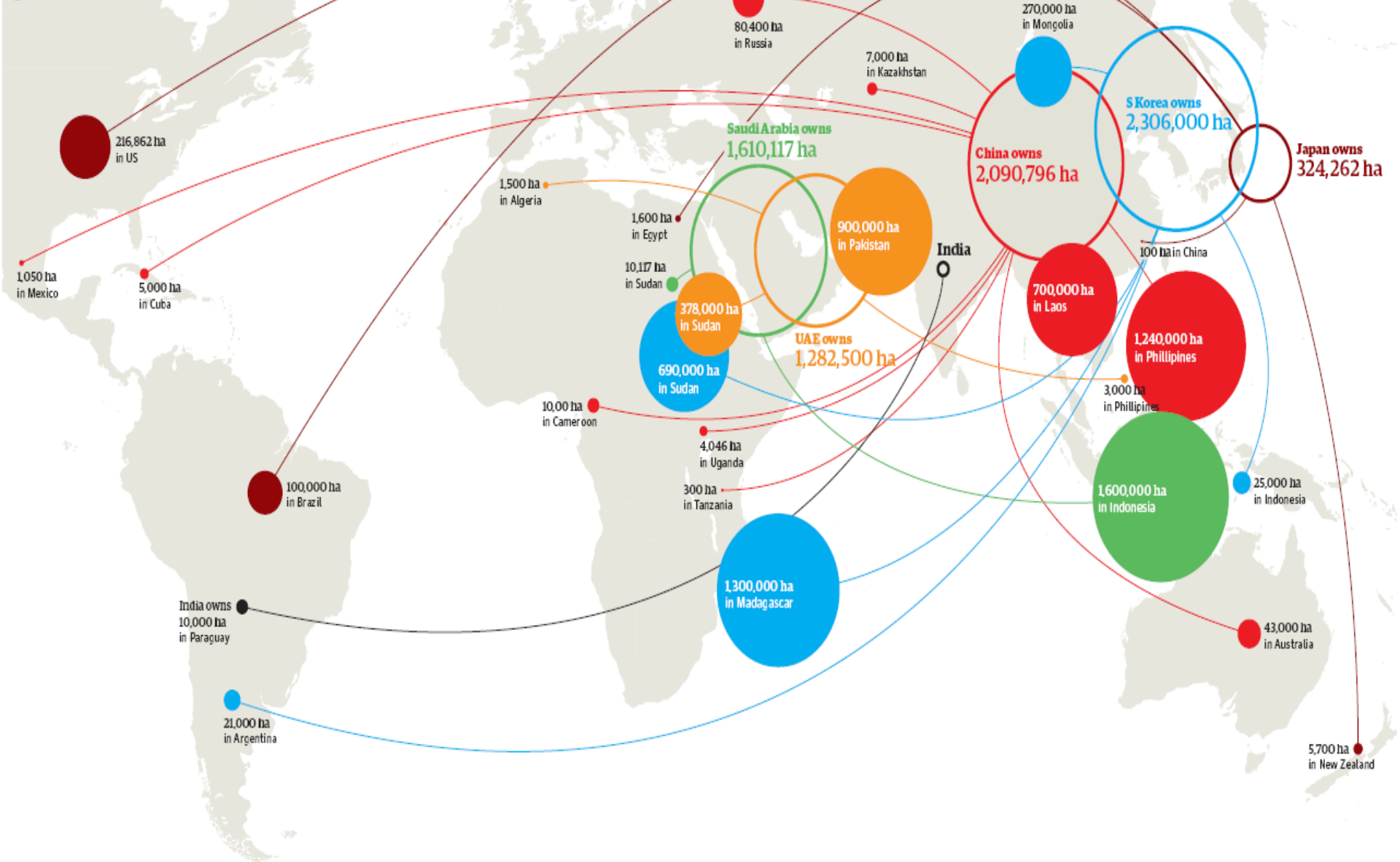




World land grab

Land purchased by government and private companies from each country, where areas are known

- Total area purchased by country
- Countries in which land has been purchased







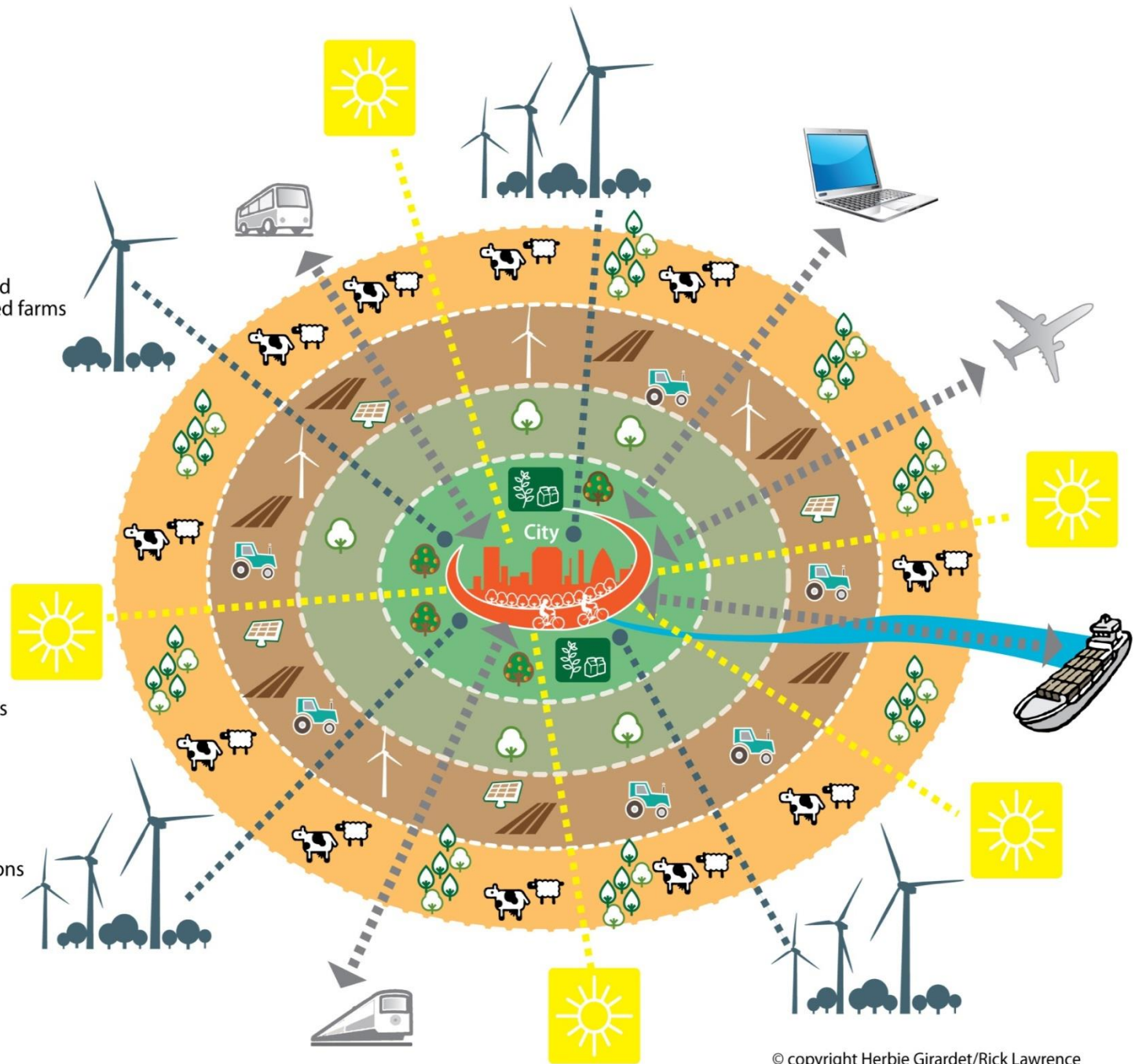
A wooden signpost stands in a lush green field under a cloudy sky. The signpost has two directional signs. The top sign, which points to the left, has the word "GMO" written on it in large, white, bold, sans-serif capital letters. The bottom sign, which points to the right, has the word "Organic" written on it in large, white, bold, sans-serif lowercase letters. The signpost is made of dark brown wood with a visible grain and a knot. The background consists of a vast field of green crops, likely corn, stretching to a line of trees in the distance under a bright, overcast sky.

GMO

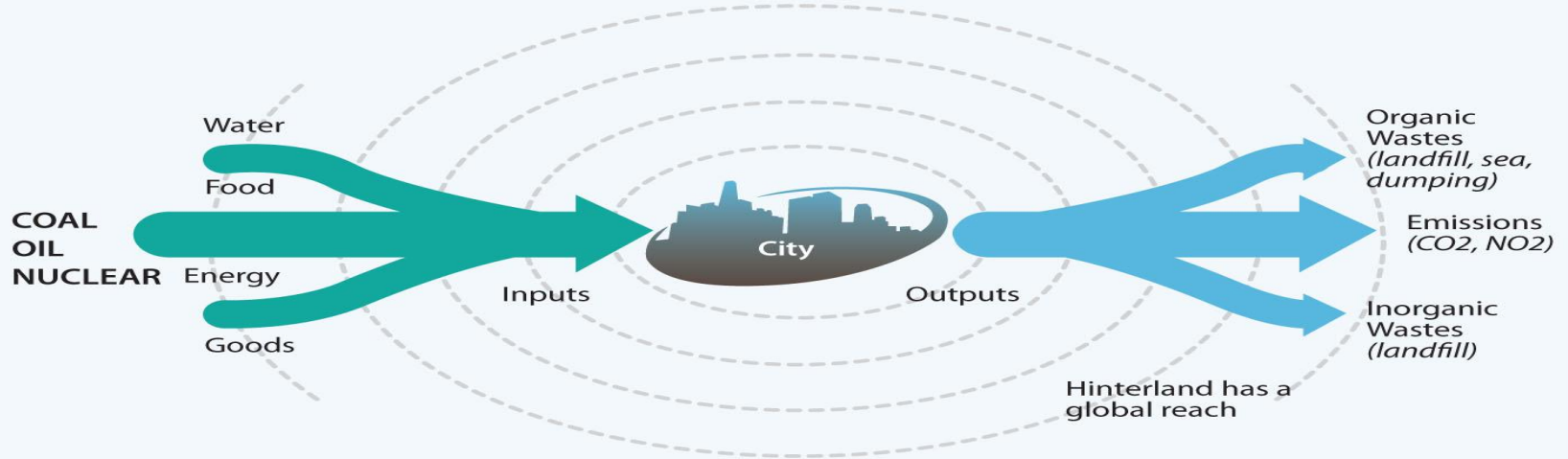
Organic

"Ecopolis"

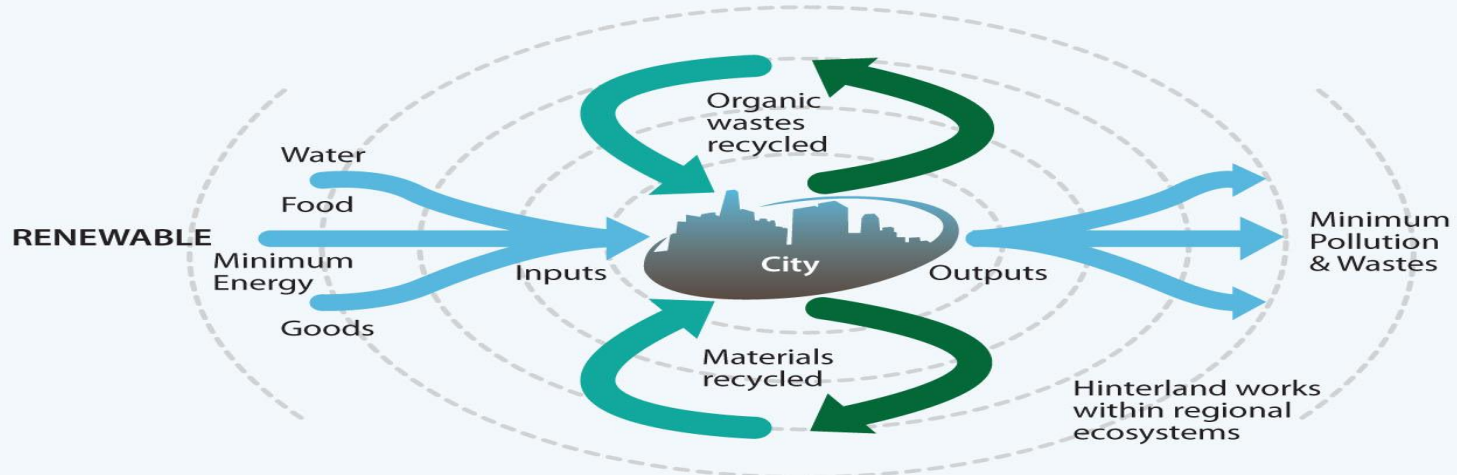
-  Central city
-  Navigable river
-  Market gardening and community supported farms
-  Nature park and community orchard
-  Mixed farming and renewable energy
-  Grazing and forests
-  Air imports/exports
-  Road imports/exports
-  Sea imports/exports
-  Global communications
-  Renewable energy
-  Renewable energy



LINEAR METABOLISM CITIES CONSUME RESOURCES AND CREATE WASTE AND POLLUTION AT A HIGH RATE



CIRCULAR METABOLISM CITIES REDUCE CONSUMPTION AND POLLUTION, RECYCLE AND MAXIMIZE RENEWABLES



The four laws of ecology

- 1. Everything is connected to everything else. There is one ecosphere for all living organisms, and what affects one affects all;**
- 2. Everything must go somewhere. There is no 'waste' in nature and no 'away' to which it can be thrown;**
- 3. Nature knows best. The absence of a particular substance from nature is often a sign that it is incompatible with the chemistry of life;**
- 4. Nothing comes from nothing. Exploitation of nature always carries ecological costs and these costs are significant, and ultimately have to be met.**

Adapted from Barry Commoner, The Closing Circle, 1971









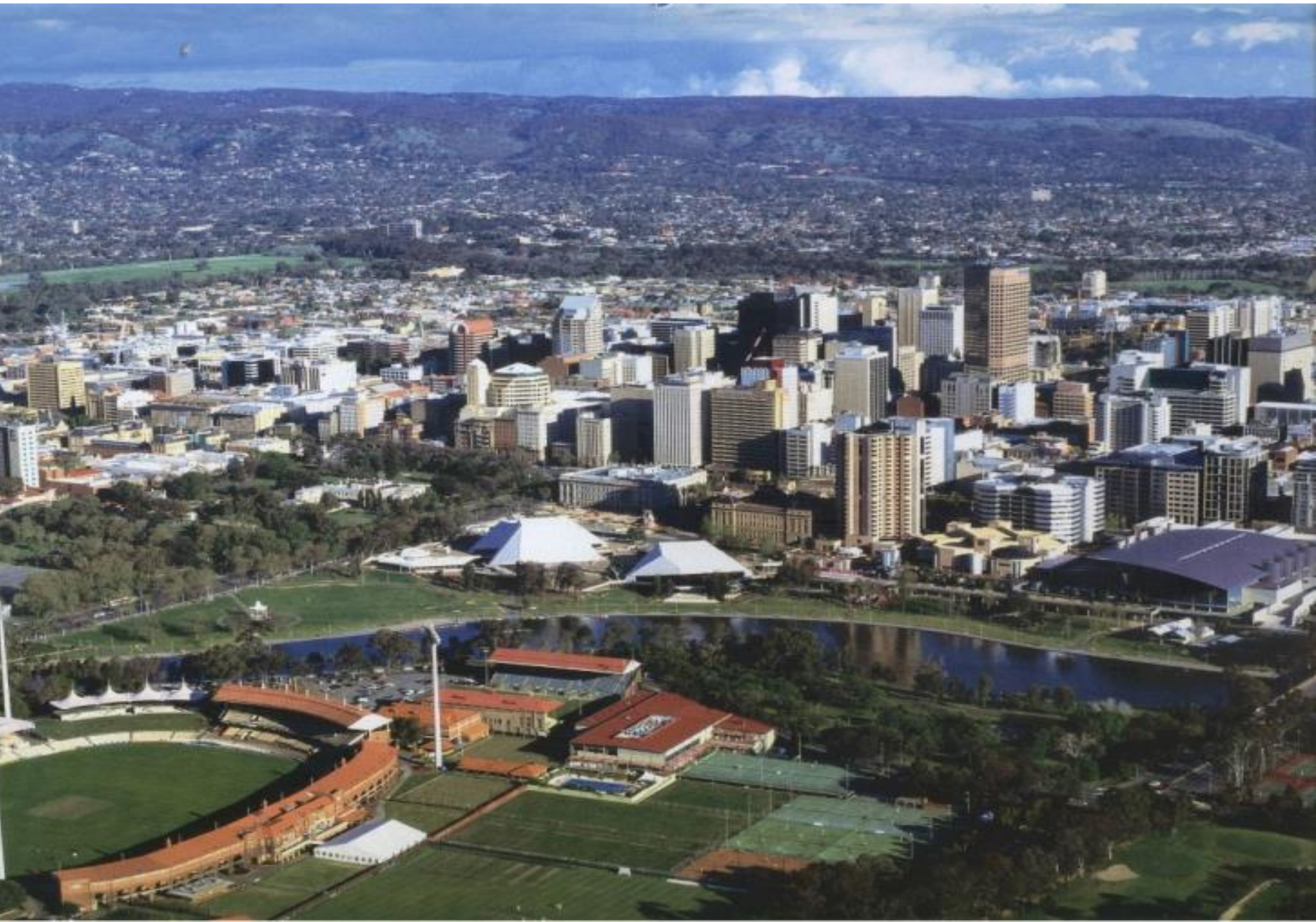
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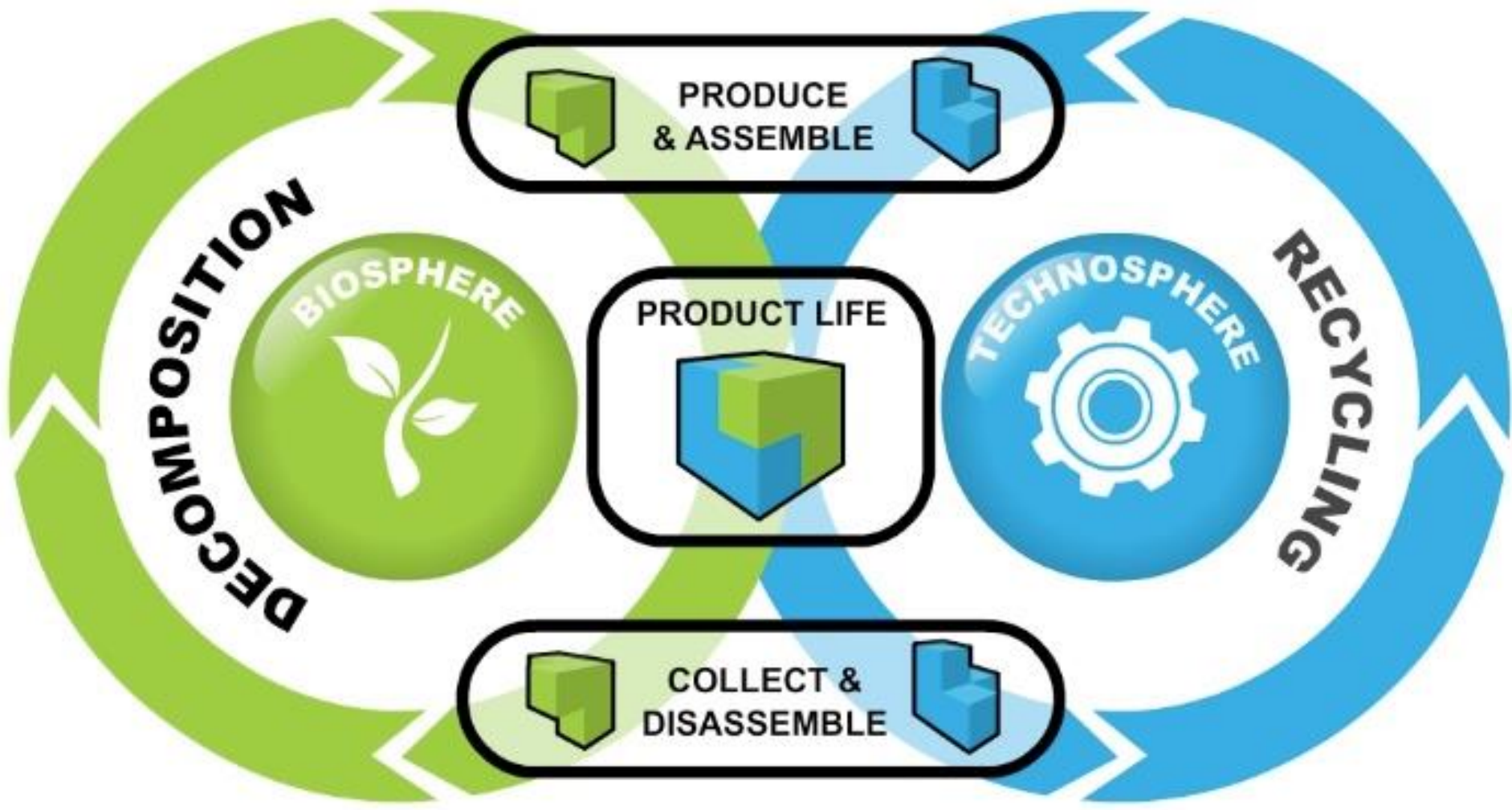
Biochar + NPK

NPK

Adelaide













QUALITY FRUIT

eftpos
available here

eftpos
available here



Golden Circle
Pineapple
GOLD
PINEAPPLE

TROPIC FRUIT

FRUIT
\$3.95

FLAVORED
\$4.50

LOWE
\$2.99

WATERMELON
\$1.69

FRUIT
\$2.99

FRUIT
\$2.99

YELLOW
\$3.99







'Regenerative' Adelaide 2017

- **20,000 ha of peri-urban land used for vegetable and fruit crops**
- **Reclaimed waste water and urban compost used to cultivate this land**
- **45% electricity supply from wind and solar**
- **200,000 PV roofs on 600,000 houses = 250 MW peak**
- **PV roofs on most public buildings**
- **Solar hot water systems mandated for new buildings**
- **3 million trees planted on 2000 ha for CO2 absorption and biodiversity**
- **15% reduction of CO2 emissions since 2000**
- **Water sensitive urban development**
- **180,000 tonnes of compost made from urban organic waste**
- **Large scale-building tune-up programmes across the city region**
- **60% carbon emissions reduction by municipal buildings**
- **Construction of Lochiel Park Solar Village with 106 eco-homes**
- **Thousands of new green jobs**





Lanzhou, Gansu Province







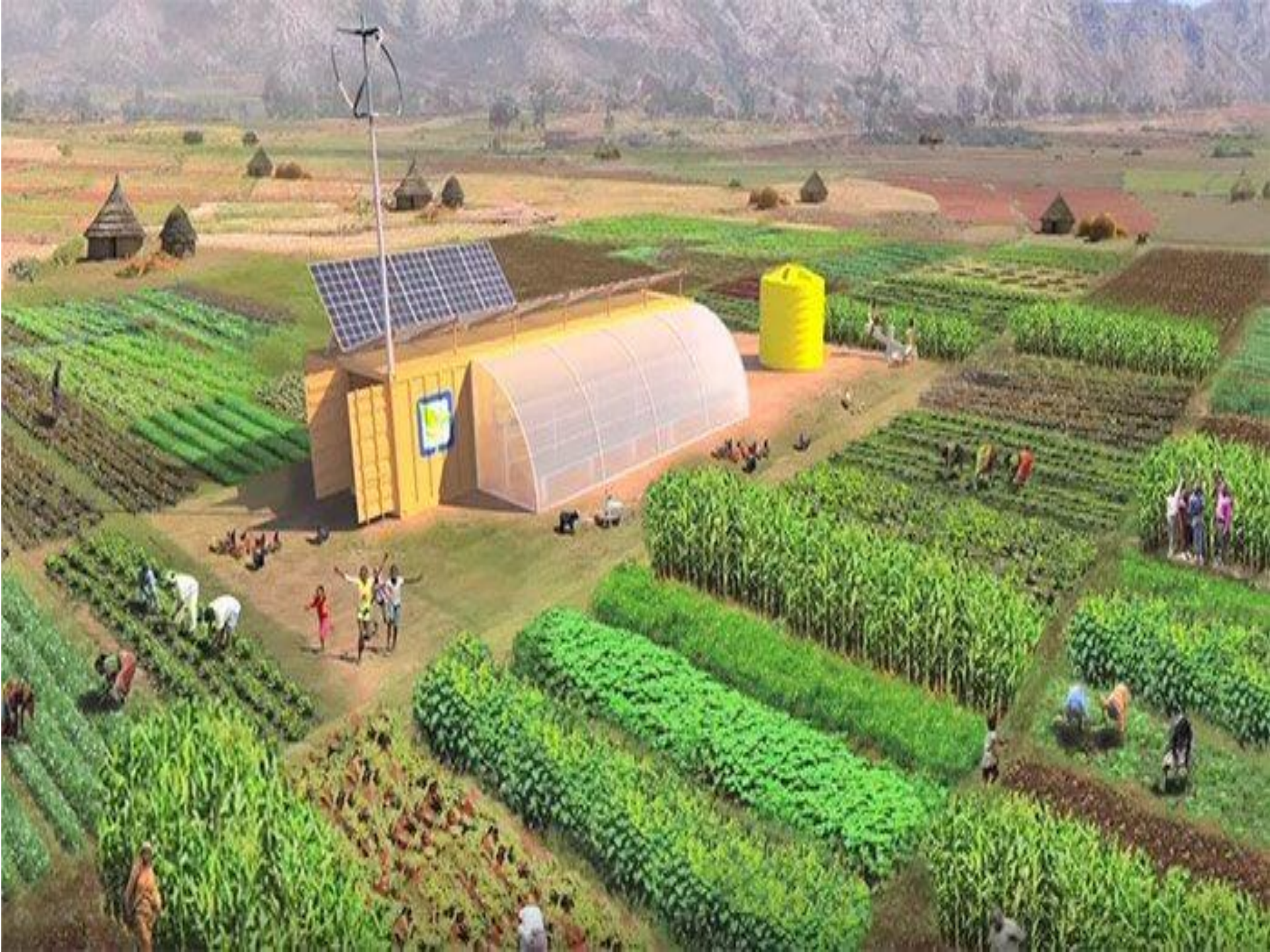




















- **‘Nature's highly efficient re-cycling system ensures provision of living food for all organisms in the food chain from soil bacteria and fungi to large fauna;**
- **the organic farmer therefore lays great stress on the conservation and return to the soil of all organic residues.’**
- **‘The concept of Community has to include all the species of life with which we share the planet.’**

Lady Eve Balfour

Creating Regenerative Cities

Herbert Girardet



ROUTLEDGE

THANK YOU



Safe journey home!