

Impact Report

2024–2025





Helen Browning - Photo credit Erin Cobby

My foreword is the chance to pause and take stock of twelve demanding months. This year brought many tests, and that makes it even more important to celebrate progress and to remind ourselves why we do this work.

Despite the challenges, what shines through is a movement gathering strength. Across farms, schools, communities and businesses, people are showing that better food and farming is not just possible - it is happening now.

The Soil Association is the food and nature charity. The spirit of collaboration and innovation runs through everything we do. Working from the ground up - listening to farmers, cooks, and communities - we shape solutions that can be scaled up and driven forwards by others, creating lasting impact for people and planet.

For those of us who have championed this cause for decades, it's wonderful that farming and food are finally at the centre of national conversation. People increasingly see that to tackle nature loss, climate change, animal welfare, human health, or water pollution... we must fix farming and improve food quality.

Holding fast the organic principles and values we hold dear, we will continue our mission to ensure everyone has access to good food; and to show that farming with nature is the most resilient path forward. We will do so with integrity, and with pragmatic solutions that can truly move the dial.

From the Ground Up is one such principle. As this report highlights, our inspiration, motivation and expertise come directly from the communities we work with, whether they be farmers and growers, businesses striving to thrive while sticking to their true ethics or school cooks dedicated to nourishing the children in

their care. By listening to what they need to achieve their goals, we refine our approach and, where necessary, advocate to policymakers on their behalf.

We can achieve nothing without our funders and supporters alongside us. Our partnerships with trusts and foundations, businesses and individuals are often long-lasting and fabulously flexible. I deeply value the growing recognition with the funding community that agility and speed are essential in today's fast-paced world, given the urgency of our mission.

Another of our core principles is Innovating Solutions for the world to take on. It shows supporters that philanthropy doesn't just test ideas, but it drives lasting change, whether through policy, legislation, or sustainable business models. Recent examples include: **Innovative Farmers** inspiring the government's new "farmer-led research" scheme, **ADOPT: Soil Association Exchange** growing into a business that helps farmers measure, improve, and be rewarded for their environmental outcomes; **Food for Life Served Here** being commissioned by local authorities; and the **"Out to Lunch"** campaign transforming children's menus nationwide.

My heartfelt thanks go to the many friends by our side, as we work to fix food and farming. The challenges remain immense, but together, we are building the solutions our world urgently needs.

Soil Association is the innovative food and nature charity

We develop practical solutions so that everyone can enjoy good food and ensure we look after nature.

Within the charitable group sit: Soil Association Charity, Soil Association Certification, Soil Association Exchange, and Soil Association Land Trust, which all deliver impact against our mission.

Our Vision

Regeneration – a world with good health, in balance with nature, and a safe climate restored for all

Our Values

Grounded — in reality
Inclusive — in practice
Nourishing — growth towards better practices

Our Mission

To help everyone understand and explore the vital relationship between the health of soil, plants, animals and people



How we work

For almost 80 years, the Soil Association has driven a shared mission to transform the way we eat, farm and care for the natural world. We are leading groundbreaking projects across the food system, that are cited as best practice by Governments, including **Innovative Farmers**, **Sustainable Food Places** and **Food for Life**.

We build real solutions from the ground up. Because we believe the only way to solve the issues facing our world is to understand that they are all connected - and that food, farming and forestry are a vital part of the solution.

Each part of the charitable group plays a crucial role in delivering practical solutions that regenerate our world. Together, we support farmers, foresters, and food businesses; shape supply chains; and create healthier food environments, be it in school, when in hospital or on our high streets. We strive to work with producers and growers to make good food accessible for all.

Kushinga Gardens - Birmingham - Photo credit Scott Salt



Together, we are a force for nature.

Farm to fork impacts

- We work for every farmer and forest
- We work for every child and for local community leaders
- We work for organic for all

Soil Association Certification protected 28.4m hectares of forest in 70 countries, safeguarding landscapes, wildlife and communities.

The DEFRA-funded **Future Farm Resilience Programme** engaged 400 farmers; 75% implemented positive changes and 7% began organic conversion.

Our **Out To Lunch** campaign highlighted the dominance of ultra-processed food on the high street, prompting major restaurant chains serving 20m+ meals a month to pledge menu changes and audits.

In Scotland, our lobbying secured the 2025 launch and funding of the Scottish Organic Action Plan. In Wales, we helped safeguard Organic Support Payments for 2025 and ensured organic is included in the 2026 Sustainable Farming Scheme.

Following our **Stop Killing our Rivers campaign**, the High Court ruled that chicken manure can be classified as "waste" meaning new intensive chicken farms in Herefordshire must have detailed plans for the safe disposal of chicken waste.

BBC Countryfile dedicated an entire episode to the **Soil Association Land Trust** farm, **Woodoaks**, reaching 5 million viewers with the benefits of nature friendly farming.



Soil Association Exchange worked with 1,356 farmers: 85% changed practices and 79% expect improved profitability.

3,000 farmers joined over 50 Soil Association-led events advancing sustainable farming through research and knowledge exchange.

The **Sustainable Food Places** network has grown to 117 partnerships spanning a population of over 24 million people.

Food for Life was listed as an indicator under two of the six outcomes in the draft National Food Plan published by the Scotland Government.

We handed in our **Save Our Fruit and Veg** petition, signed by 19,000 people, urging Government to back more UK-grown produce.

1.5 million freshly prepared meals are now served daily across 6,723 UK Schools and Early Years settings whose caterer holds **Food for Life Served Here** accreditation.

Soil Association Certification supported 3,833 businesses, from food and farming to beauty and fashion, to meet organic and sustainable standards.

We work for

Every child and local community leaders

We empower people to drive change across the food system by engaging with communities, caterers, schools, hospitals and local authorities. We build resilient supply chains and promote health, ensuring everyone can access and enjoy healthy and sustainable food.

Campaigning for whole and minimally processed foods

Our **Out to Lunch** campaign sent undercover diner families to assess the prevalence of ultra-processed food (UPF) on children's menus at the UK's leading restaurants. As a result, leading brands like Wahaca, JD Wetherspoon, Zizzi, Carluccio's, Leon and others pledged action to change menus and audit UPF content. The campaign secured broad media coverage including Mail Online, The Telegraph, The Mirror and The Sun reaching public, farming, policy and retail audiences simultaneously.

We worked with partners to initiate the House of Lords Inquiry into Food, Diet

and Obesity, to consider how UPFs are shaping dietary health including by giving evidence to the committee. Several of our recommendations, with our evidence cited in support, such as a call for urgent Government action to make minimally processed foods more accessible and the potential for schools to promote healthy diets, were adopted by the committee.

Our **Future Farmers Medway project**, funded by Buffini Chao Foundation, worked with schools in Kent to help children better understand where their food comes from – the valuable learnings will be applied across our **Food for Life** programmes, and the film will help to inspire other schools to engage with farmers, growers and food producers.



2,612 Silver and Gold Food for Life Served Here sites across the UK are actively taking steps to making healthy eating easier across multiple public and private sector settings such as schools, universities, hospitals and workplaces. This includes spending at least 5% on organic produce at silver level and 15% at gold.

750 places currently awarded, or working towards, a **Food for Life Schools or Early Years Award** which means implementing a whole-setting approach to healthy and sustainable food environment.

Celebrating 15 years of Food for Life Served Here

This year we marked a major milestone - 15 years of **Food for Life Served Here** - with a special event at City Hall, London. Since its launch, the scheme has helped bring more freshly prepared, additive-free and sustainably sourced meals to schools, hospitals and workplaces across the UK.

The celebration recognised the unwavering commitment of our certified caterers, who continue to uphold high standards despite shrinking budgets and increasing pressures. Their dedication is central to the programme's success - and to improving food culture on the ground.

Food for Life Served Here is thriving precisely when access to nutritious food grows increasingly challenging. Partnering closely with caterers, schools, and communities, we're driving real change in our broken food system. Our impact comes from setting clear standards, fostering meaningful connections, and championing best practice across every sector we engage.



Food campaigner and long-time supporter **Prue Leith** joined us to reflect on the journey so far:

“I have been a fan of Food for Life from its startup... Huge congratulations to you all, I really do think you do a fantastic job. I just wish there were more of you, and more support from above.”

Gathering voices for food system change

At the heart of January's Oxford farming conferences, we hosted the Great School Dinner Debate, bringing together 100 guests—farmers, policymakers, caterers, and campaigners—to discuss healthy and sustainable school meals. An inspiring keynote and lively panel set the tone for progress, collaboration, and shared ambition in an important year for food policy lobbying.

Alfreton Derbyshire - Growing Together - Photo Credit Paul Hands, Prue Leith - Photo Credit Erin Cobby



Food for Life Schools Award evolution

This year we revitalised our **Food for Life Schools Awards** framework, reshaping it around the needs of today's schools and caterers.

We carried out our most comprehensive and coordinated review of all 70+ criteria across Bronze, Silver, and Gold levels. Our refreshed approach keeps the whole-school ethos while being more inclusive, accessible, and cost-effective. Since launching the new framework in January 2025, many schools have transitioned successfully, achieving their first Award or moving up a level.

An example of this is St Mary's Church of England primary school in Leicestershire which has already achieved Gold against the new Awards framework. At this level, the school is showing exceptional dedication to building a good food culture, including working in partnership with their caterer - Leicestershire Traded Services - who provides a **Food for Life Served Here** certified menu.

Lancashire County Council has recommissioned our **Food for Life** programme until May 2027. Originally funded through Covid-19 recovery grants, the programme has now been granted an additional £300,000 over two years, due to the impact it has demonstrated. The next phase of our partnership will focus on delivering crucial support to primary schools in Lancashire's most deprived areas.

As part of our local authority partnerships, we provide training nationwide to promote growing, cooking, and consuming minimally processed foods. Recently, the **Food for Life** Lancashire team trained 22 teachers about ultra-processed foods, equipping them to share essential skills and awareness across their school communities. This hands-on experience underscored the importance of teaching cooking skills from a young age.

“We have transformed our whole school culture through this fantastic initiative which enables our children to learn more about where food comes from and the benefits of healthy eating and food sustainability. Thanks to Soil Association Food for Life for their support

Rachel Ayres,
Headteacher

Read more about the organisations work on Ultra Processed Food
<https://www.soilassociation.org/media/28184/the-whole-truth-final.pdf>

Sustainable Food Places: changemakers in action

Our **Sustainable Food Places (SFP)** network is growing, powered by passionate people working to improve food systems across the UK. This year, our members' stories highlight inspiring progress:

- **Bristol Food Network** launched a regional Food Manifesto, mobilising communities across the Southwest.
- **Granite City Good Food** used the SFP Day of Celebration and Action to ignite citizen engagement, creating lasting local impact in Aberdeen.
- Lancashire's **Food Futures** bolstered community resilience through innovative FarmStart and Community Supported Agriculture (CSA) programmes.

Building on this momentum, we are delighted to have the continued support of funding from Esmée Fairbairn Foundation and the National Lottery Community Fund, to initiate a pivotal new phase to grow membership, enhance financial sustainability, and foster inclusivity through our REDI programme (Race, Equality, Diversity, and Inclusion). Together with

Sustain, Food Matters, Nourish Scotland, Nourish Northern Ireland and Food Sense Wales, we are set to amplify community-driven sustainable food initiatives, ensuring these impactful networks continue thriving amidst shifting socio-political landscapes.

Our **Day of Celebration and Action in Westminster**, where representatives from across the SFP network met MPs from across the UK, strengthened connections with policymakers and helped us firm up plans for the future, including a call for the Government to fund partnerships in every local authority and back a Good Food Bill in each nation, which received Minister Daniel Zeichner's support. Moving forward, our work will deepen across our six key action areas, from nurturing local good food movements to tackling climate change and supporting vibrant, sustainable local economies.



A network of **117 food partnerships** across England, Wales, Northern Ireland, and Scotland, covering an area with an approximate population of over **24 million people**.

42 partnerships operating at a county scale or an even larger area.



We work for

Every farmer and forest

Our work with farmers and foresters has driven forward the take up of agroecological practices at a farm level, promoted and delivered higher standards of animal welfare, and pushed the boundaries of innovation and emerging digital techniques to support sustainable farming through continued sharing and dissemination of research and knowledge exchange to growing audiences.

Supporting the agroecological transition

Through the Soil Association's **Agroecology at Scale** initiative in partnership with Ocado Retail we have accelerated the adoption of agroecological farming across the UK. The programme delivered comprehensive educational events including online webinars, field demonstrations, and workshops at five newly established Demo Farms to farmers across the UK delivering valuable insights into sustainable farming practices.

We launched a Field-Scale Vegetables Learning Network, bringing together organic and non-organic growers to exchange ideas and experience. One grower reflected: "When I started growing organics 25 years ago you wouldn't have had a group of organic and non-organic farmers in the same room. And here we are, all learning from each other and inspiring one another".

With funding from the European Commission, **the Agroecology TRANSECT** project enabled us to run digital roadshows to share research from 13 innovation hubs. These explored the barriers and opportunities of agroecology with farmers, citizens and policymakers in the UK, Europe and beyond, helping to raise awareness and understanding. The online events were watched live by over 500 participants, with a further 1,500 more views of the recordings on YouTube.



With support, principally from the Garfield Weston Foundation and Stewardship, we concluded the first three years of our work in agroforestry, a key component of agroecology. This insightful and impactful project demonstrated just how big the appetite is for integrating trees on farms. This work reached 6,000 farm businesses, land managers and advisors through direct advice, events and online resources. We now have ten active agroforestry learning networks with over 300 participants, and five proactive agroforestry ambassadors.

We also concluded our Whole Farm Tree Planning project - funded by Forestry Commission England. During this 18-month pilot, we developed, tested and produced farm specific whole farm tree plans for 30 pilot farms. The concept enables farmers to better understand the benefits of woodland and trees as part of their farm enterprise, building knowledge on sustainable farming techniques.

“Change does not happen in isolation, and we're delighted to partner with the Soil Association and Ocado Retail to expand opportunities for farmers transitioning to agroecological and organic practices.”

Peter Cheek from Godminster Demo Farm underscored the partnership's value



Driving and disseminating on-farm research

Our **Innovative Farmers** programme expanded significantly, with 14 new field labs launched in the past year alongside the continued support of 35 multi-year trials to support on-farm research and disseminate findings. High-impact projects, which received substantial media coverage includes a trial feeding willow to lambs to combat nutrient deficiencies, and another which utilised robotics to measure soil health in maize cultivation. Our long-term partnership with the King Charles III Charitable Fund continues with their support including co-hosting a showcase event to attract new funding including the Rothschild Foundation.

Our digital campaign demonstrating willow feeding to lambs sparked global conversation and knowledge sharing, including input from farmers as far afield as Finland. An accompanying webinar attracted over 100 participants initially, subsequently gaining more than 500 views on YouTube, further solidifying **Innovative Farmers** as a key platform for agricultural innovation and collaborative learning, encouraging more farmers to plant trees on their farms.

Changing food and farming

We achieved notable progress in farmed salmon welfare standards through our landmark review addressing environmental and welfare challenges. Our proactive stance advocates positions reforms by the industry and the Scottish Government, significantly enhancing sustainability practices in salmon farming.

At a global level, we played a crucial role through leadership roles with the International Federation of Organic Agriculture Movements, International and European. Our active participation at Biofach, the world's largest organic trade fair, and the Organic World Congress, positioned us at the forefront of global discussions on regenerative agriculture, sustainability reporting, and Genetically Modified Organisms.

We also spearheaded critical revisions in organic standards, specifically addressing gaps created by UK-EU divergence, enhancing poultry and pig welfare, and strengthening environmental and biodiversity protections. This robust approach further solidified our organic certification's credibility and benchmarking globally. Linked to this, our standards team launched a pioneering project with **Innovative Farmers** on dual-purpose poultry, tackling systemic issues in organic egg and meat production.



www.soilassociation.org

Innovative Farmers Herbal Leys Field Lab, Treegooden Farm - Photo Credit Dan Morrell



Demonstrating on farm mastitis test kit - Photo credit Dan Iles

Innovation and digital agriculture

Funded by UK Research and Innovation (UKRI) under the UK Government's Horizon Europe funding Guarantee, we collaborated with over 100 academic partners across the UK and Europe on five major research programmes accelerating the shift to agroecological farming. These projects include Europe-wide field trials to improve soil health, boost biodiversity, and build farm resilience. We also supported the development of an open-source learning programme to train a new generation of soil health advisors and strengthen innovation networks across the sector.

A key area of impactful progress is our role in the **AI 4 Soil Health project**, which is delivering a groundbreaking Soil Health Data Cube, a digital platform powered by AI that combines open-source soil,

climate, and vegetation data to assess and forecast soil health across Europe. Our Land Trust site, **Woodoaks Farm** in Hertfordshire, is one of the UK's pilot farms, contributing field data to help shape regionally relevant models and support more targeted, sustainable land management.

As of May 2025, all Scottish farms and crofts in receipt of Basic Payment Scheme (BPS) payments are required to complete a Whole Farm Plan to access these payments. Our "Planning for Change" project, supported by the Scottish Government's Knowledge Transfer Innovation Fund, has helped over 500 farmers increase their understanding of agroecological farming and adjust to the new Whole Farm Plan requirements through the delivery of on-farm workshops and knowledge exchange webinars.

We work for

Organic for All

Building a fairer food future

We're leading a bold, system-wide effort to ensure organic is an accessible option for everyone. Organic for All is our strategic workstream to embed organic into the mainstream: affordable, accessible, and culturally relevant across all communities.

We're working across the food system to shift policies, reshape economic frameworks, and influence public perception. Central to this is building a shared movement with growers, retailers, policymakers, educators, community leaders and the public to make organic food the norm, not the exception.

Influencing the policy agenda for planet and people

The Soil Association led national advocacy efforts to secure stronger recognition and support for organic across all UK nations.

- We challenged the risks of Gene Editing legislation, engaging directly with DEFRA and representing organic interests in relation to supply chain impacts.
- In Wales, our leadership within ministerial stakeholder groups helped secure continued Organic Support Payments in 2025 and brought organic into scope for the 2026 Sustainable Farming Scheme. The Senedd's Economy Committee also took up our call for cross-departmental engagement with the organic sector.
- In Scotland, our lobbying ensured the 2025 launch of the Organic Action Plan despite wider cuts. Joint efforts with Scottish Organic Producers Association (SOPA) ensured organic farms are recognised under Whole Farm Plan requirements, reducing red tape and acknowledging existing ecological practices. We also protected exemptions from 2026 Greening payment changes.
- We facilitated a pivotal workshop with LEAF and DEFRA, building confidence in the feasibility of a 20% organic procurement target in public food sourcing across the UK.

Sarah Compson, Director of Standards Innovation speaking at Biofach 2025

Championing the next generation of organic pioneers

In 2024, we launched **New Organic Entrepreneurs (NOE)**, a project funded by the Persula Foundation and Sylvia Waddilove Foundation and codesigned in partnership with six producers across food, farming and forestry sectors. The project equips participants with skills, tool and support to build sustainable businesses to thrive in the organic market. A high demand for the programme resulted in over 70 applications, with 21 people selected to join the first cohort in 2025.

Shaping sustainability standards globally

We joined a new global taskforce on sustainability reporting, ensuring the voice of the organic movement is at the table as international standards evolve. Our **Soil Association Exchange** model is gaining interest as a blueprint for robust, transparent data collection, especially as the EU Strategic Dialogue on the Future of Agriculture signals shifting expectations that will ripple into UK markets.

Kushinga Gardens - Birmingham - Photo credit Scott Salt, Nelson St. Philips - Food for Life Day



£3.7 billion
UK organic sales

Providing the market for organic success

Our 2025 Organic Market Report, produced by **Soil Association Certification**, revealed a 13th consecutive year of growth, with UK organic sales reaching £3.7 billion - a 7.3% year-on-year increase, outperforming non-organic in both value and volume.



Future plans



Next year for farmers and forests we will:

- Play a lead role in the new DEFRA-funded innovation support hub for farmer-led research, delivered in partnership with ADAS and the UK AgriTech Centre.
- Host the **2025 Agroforestry Show** in partnership with The Woodland Trust and with Lloyd's Bank and Sainsbury's as headline sponsors, to disseminate the very latest practices and research in agroforestry.
- The focus of our Trees on Farms programme will pivot from why we need trees on farms to how to deliver more trees on farms. We have developed a multi-year strategic project to scale the uptake of agroforestry, boost our advocacy work for a more supportive environment for trees on farms and develop an impact framework.
- Deliver work with Welsh Government to develop positive animal welfare outcomes for cattle and sheep and create implementation strategies within the Sustainable Farming Scheme.
- Begin implementing key salmon standards reforms and advocate for wider industry and regulatory changes to improve fish welfare and reduce environmental harm.
- We are partnering with the British Ecological Society to map the latest research on organic farming across economic performance, environmental impact, and public health. This project will identify evidence gaps, guide future research, and strengthen the case for organic in policy and markets. Findings will be published to influence policy, inform industry debates on regenerative farming, and support the growth of organic.

Innovative Farmers Herbal Leys Field Lab, Agroecology at Scale - Boxford Demo Farm Launch - Robert England



Next year for every child and community we will:

- Deepen our **Sustainable Food Places** work across our six key action areas, from nurturing local good food movements to tackling climate change and supporting vibrant, sustainable local economies.
- Collaborate with Deloitte UK to deliver new features on the **Cool Food Pro** carbon calculator. This will help caterers lower their environmental impact across whole menus, building on the project's current CO₂e reduced impact of 8,700 tonnes.
- Launch the new **Food for Life Served Here (FFLSH)** standards for caterers, and update core organic standards in line with best practice and evolving regulations.
- Launch a citizen engagement campaign on ultra-processed foods, calling on Government to prioritise whole foods in the National Food Strategy.
- Work with the Scottish Food Coalition to shape National and Local Good Food Nation Plans, while preparing policy priorities for the 2026 Scottish election, including a 15% target for organic procurement, updated dietary guidance on ultra-processed foods, and increased investment in the **Food for Life** model and in nature-friendly farming.

Kushinga Gardens - Birmingham - Photo credit Scott Salt

Next year for organic for all, we will:

- Develop relationships with UK retailers to build and maximise their organic ranges. With organic volume and value sales currently out-performing non-organic, there is clear consumer demand.
- Support sector development through the organic Dairy, Arable and Horticulture roundtables – where organic businesses and key stakeholders share knowledge and collaborate to improve homegrown production and supply chains.
- Work with policymakers to develop and launch organic action plans for Scotland and England, to give confidence in and set ambition for the sector.
- Facilitate coordinated activation moments including Organic September and the biannual Best of Organic Market (BOOM) Awards to bring the organic community together and encourage greater participation in organic, whether buying, growing or supplying.



Building impactful partnerships

As an agile and visionary charity, partnership working is a cornerstone of the way the organisation creates change by identifying, developing and leading projects.

We have built a track record in identifying, developing and trialling innovative projects in collaboration with partners and funders from long-term programmes such as **Food for Life** to new partnerships such as with Ocado Retail.

In an inspiring partnership with The Savitri Waney Charitable Trust and our Chair of Trustees, Martin Nye, we created a £15,000 matched fund, to encourage new Soil Association memberships. This initiative was integral to our urgent **"Stop Killing our Rivers"** campaign targeting the severe environmental damage caused by intensive chicken farming in the Wye Valley. Following the tremendous public response to our campaign, with over 30,000 petition signatures and 3,000 letters to MPs, Government has reclassified chicken manure as industrial waste.

This crucial matched fund motivated 297 new members to join, significantly bolstering our long-term capacity to protect nature, climate, and health.

We value the long-term support of our supporters, partners and Trusts and Foundations, and long-term funding provides vital, sustainable income. Multi-year funding, for example from the Aurora Trust and the Samworth Foundation has enabled us to drive real change; building consensus on agroecology, securing Government support for organic, delivering an award-winning rivers campaign, presenting evidence to the House of Lords on the sources of nitrogen overuse, and achieving recognition of agroforestry as a Net-Zero solution.

Let your love for nature live on

Many of our supporters choose to leave a gift in their Will to the Soil Association, helping protect the natural world for future generations. These thoughtful gifts, big or small, enable us to take meaningful action and plan for long-term change.

This year, we launched a campaign to raise awareness of legacy giving, sharing supporter stories, a short film, and a special event. We're proud that this work earned a 2025 Smee & Ford Legacy Giving Award!

Common Blue Butterfly - Credit Elliott Neep

Building a regenerative future: Our collaboration with Deloitte UK

Over the past four years, our strategic collaboration with Deloitte UK has significantly advanced our efforts to drive meaningful systems change within food and farming.

As our UK Climate Collaborator, Deloitte UK has provided invaluable pro-bono expertise and strategic insights, working alongside us to accelerate innovation, expand our impact, and establish strong foundations for a regenerative future.

One clear example of its success is **Soil Association Exchange**, where Deloitte UK contributed crucial support from initial business planning through to a successful launch. Additionally, their combined pro bono support and technical insights provided through their Beyond Value Chain Mitigation programme greatly improved **Cool Food Pro**, our carbon calculator for caterers, which is now enabling broader carbon reduction across the food service industry.

Our joint work spans the entire food and farming ecosystem, from making organic more available and affordable in shops, to enhancing our **Innovative Farmers** programme and contributing to our

comprehensive Food System Roadmap. Deloitte's support has also significantly strengthened our internal digital capabilities, organisational strategy, and due diligence processes.

The collaboration extends beyond financial contributions, with Soil Association providing Deloitte UK with opportunities for actively engaging in practical efforts such as tree planting at **Woodoaks Farm**, hosting employee fundraising events, and amplifying our core messages through events and networks.

Shared values between charitable and private sectors can unlock sustained innovation and systemic change. Together, we continue working towards a food and farming system that is regenerative, resilient, and helping to address the climate crisis.

302 new **Cool Food Pro** users, an increase of 36% year on year - with a CO₂e saving of 1,758 tonnes (up 25%) and a water saving of 178 million litres.



Delivering impact across the group

As an innovative charitable group, the Soil Association drives forward a shared mission to transform the way we eat, farm and care for the natural world and has helped to establish and has ongoing involvement in:

Soil Association Exchange

Through advanced software and expert advice, **Soil Association Exchange** supports farmers to measure and improve their farm's environmental impact and economic resilience.

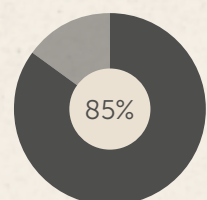
“It's given us a clearer roadmap for where we can increase our impact, while continuing to produce food efficiently”

James Bray,
Hundred Acre Farm



James Bray - Hundred Acre Farm, Compton, Chichester, West Sussex - Report launch host farm

In numbers



Exchange worked with **1356 farmers**, with 85% changing practices as a result, and 79% believing Exchange will make them more profitable.

Exchange Market launched, with **£1 million fund** to help reduce carbon emissions on farms. Partners involved are Tesco, Lidl, The Co-Op, Lloyds Bank and The Church Commissioners for England.

£1m



613 farms (in addition to the 1356 farms above) are accessing Exchange through our free service, enabling even the smallest farm to benefit from accurate environmental measurement.



Soil Association Land Trust: Protecting land for nature and people

By maintaining organic status and supporting nature-friendly farming, **Soil Association Land Trust** is dedicated to preserving the countryside for public benefit and protecting it in the long term for the environment, wildlife, and wider society. It currently supports six farms, including **Woodoaks Farm** in Hertfordshire.

This year Woodoaks Farm has:

- Successfully raised £2.5 million for the Black Barn project. This will help them restore the 16th century, Grade II listed barn at the heart of the farm so it can open as a new multi-purpose education, meeting and communing space for the members of local community and beyond.
- Hosted the first Nature Discovery Evening with 120 attendees, outlining plans for orchards, new hedgerows, ponds, restored chalk grassland, and diverse crops, creating rich habitats for wildlife.
- Inspired and educated the next generation, with over 60 schoolchildren joining for bird box-making sessions, resulting in 30 boxes now supporting local wildlife, including the much-loved robin

This work reflects our commitment to farming in harmony with nature and engaging communities in conservation and sharing that knowledge with public audiences.



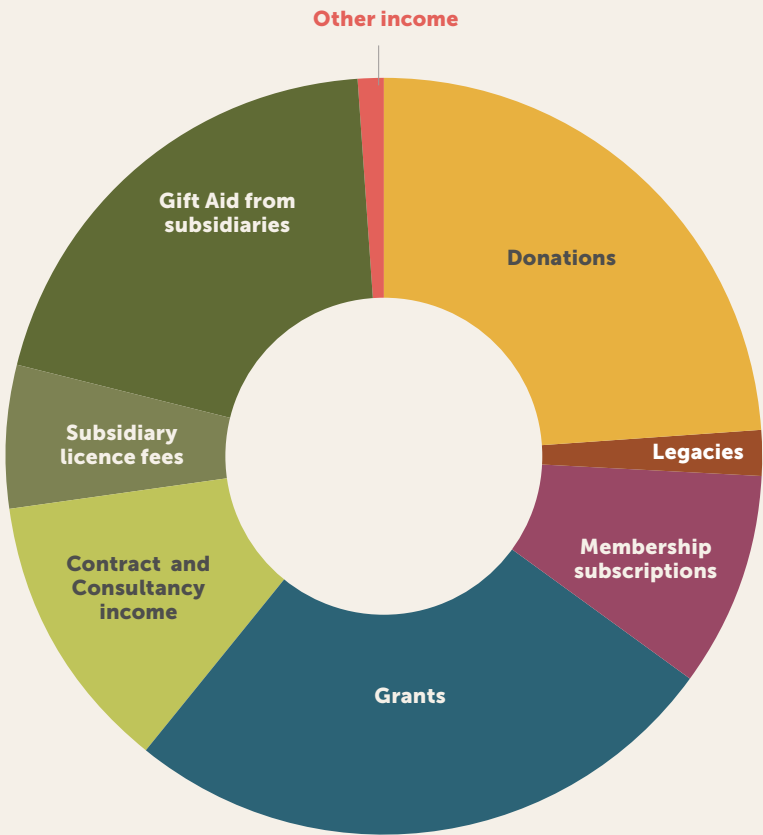
Certification

Our wholly owned subsidiary **Soil Association Certification** Limited - the UK's largest organic certification body. We support 3,833 businesses across a wide range of sectors to meet the highest standards in organic and sustainable practice. From food and farming to forestry, beauty and wellbeing, fashion and textiles, and catering, our certification schemes continue to drive trust, transparency, and integrity across supply chains.

- Globally, we protect forest landscapes, wildlife and communities by certifying 28.4 million hectares of forest in 70 countries for Forest Management, 1.7 million hectares of which are in the UK. Through Woodland and Peatland codes we have validated CO2e emission reductions and carbon removals totalling 1.25 million tonnes across project lifetimes.
- We've supported global capacity building through training courses for 166 participants across 21 countries, including FSC-standard training in Africa—a key achievement for our forestry team.
- We've enhanced the experience for organic licensees through our Smart Inspect project, using a risk-based approach to strengthen inspection integrity and focus on higher-risk areas. The project also improved data collection for welfare outcome assessments, supporting long-term gains in animal welfare and inspection effectiveness.

Charity financial performance report

This is a summary of the charity’s financial performance taken from the 2024/25 audited statutory accounts of The Soil Association Limited.



Total income
This year, our total incoming resources reached **£9,676,000**, an increase of around £1,528,000 on the previous year. This included both restricted funds, for the delivery of specific programmes, and unrestricted funds, which the charity Trustees can determine how best to use. The increase was largely the result of a one-off corporate donation.

- Donations**
£2,348,000 (2023-24 £978,000) Donations from corporate donors, trusts and foundations and individual supporters. This included a one-off corporate donation of £1,200,000.

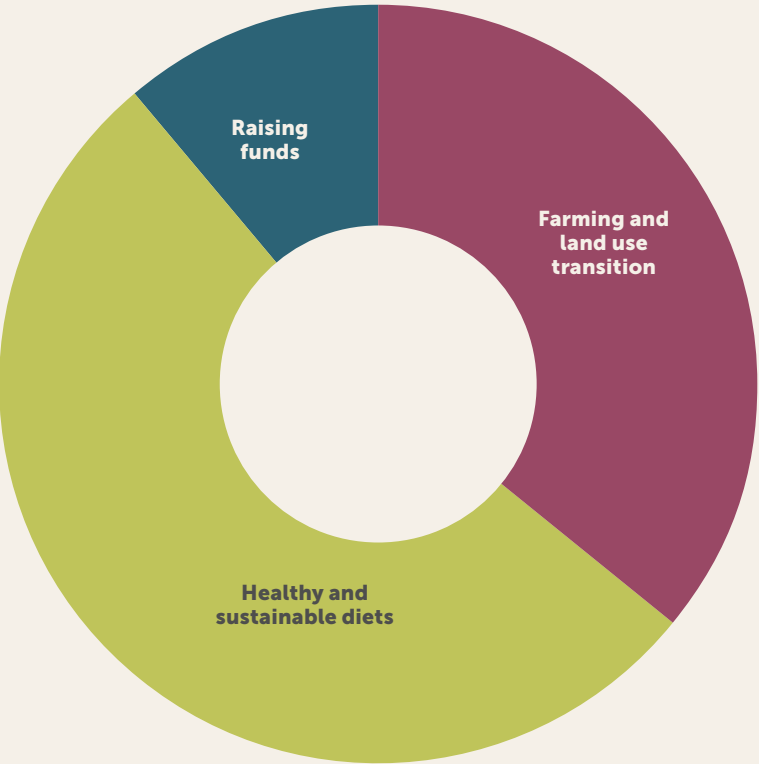
Legacies
£225,000 (2023-24 £94,000) Gifts in wills are an invaluable source of income for the charity.
- Membership subscriptions**
£875,000 (2023-24 £787,000) Monthly donations from our 11,335 members.

Contract income
£1,207,000 (2023-24 £1,328,000) This includes income earned from providing services, principally associated with our **Food for Life** programmes to local authorities and caterers.
- Grants**
£2,493,000 (2023-24 £3,405,000) Restricted grant funding to run key areas of our programmatic work including **Food for Life** Scotland, **Innovative Farmers**, **Sustainable Food Places** and Whole Farm Tree Plans. Grant funding can vary from year to year due to Charity income recognition rules, which often require us to recognise income in full at the point of award.

Income from trading subsidiaries
£2,529,000 (2023-24 £1,514,000) Both the licence fees for the charity’s subsidiaries to use the charity’s name and logo and profits from SA Certification and SA Sales and Services increased.

Other
£76,000 (2023-24 £42,000) Including royalty income, rental income, bank interest.

Full copies of The Soil Association Charity and Consolidated Group Annual Report and Financial Statements for the year ended 31st March 2024 are available at <https://www.soilassociation.org/who-we-are/agm-annual-review-and-finances/>



Total expenditure
This year, our total expenditure was **£9,416,000** which was an increase of £1,417,000 on the previous year. £690,000 of the increase was due to the reduction of expenditure last year with the release of a long-term creditor held for repayment. Excluding this, expenditure increased £727,000 due to new funded work and the impact of inflation.

Group ‘free’ reserves
The Group ‘free’ reserves increased from £932,000 last year end to £1,102,000 on 31st March 2025, which is within the targeted range of free reserves set by the Trustees. Our reserves are generated by and held for the benefit of the Soil Association Charity and its trading subsidiaries, **Soil Association Certification** and SA Sales and Services. **Soil Association Exchange** and **Soil Association Land Trust** hold their own reserves.

- Farming and land use transition***
£3,390,000 (2023-24 £3,066,000) Our farming programmes in the year included **Innovative Farmers**, DEFRA funded **"Future Farm Resilience Programme"**, Ocado Retail funded work to improve animal welfare and Horizon Europe funded **"AI4SoilHealth"**.
- Healthy and sustainable diets****
£4,948,000 (2023-24 £4,554,000) Continuation of significant multi-year programmes including **Sustainable Food Places** and **Food for Life**.
- Raising funds**
£1,078,000 (2023-24 £1,069,000) The cost of raising funds including new sustainable income streams for the future.

* Inclusive of activity supporting every farm and forest and organic for all
** Inclusive of activity supporting every child and community and organic for all

Our impact, powered by you

The importance of our mission has never been greater, and we are deeply grateful for the unwavering support of our dedicated members, generous supporters, and committed partners.

Together, we are driving meaningful change across the food and farming landscape - building a healthier, more sustainable future for our planet.

On behalf of everyone at the charity and all those we work alongside in the fields, school kitchens, forests, and beyond - thank you. Your support continues to make our work possible.

We especially acknowledge the contributions of:

- | | | |
|--|---|--|
| <ul style="list-style-type: none">• A Team Foundation• B and J Lloyd Family Charitable Trust• Barnett Waddingham• Brownswood Charitable Trust• Cecil Pilkington Charitable Trust• Chapman Charitable Trust• DEFRA Future Farming Resilience Fund• Deloitte• Dentons UK and Middle East LLP• Esmée Fairbairn Foundation• Forestry Commission England• Garfield Weston Foundation• Harbinson Charitable Trust• Helen and Michael Brown Charitable Trust• Hugh Fraser Foundation• King Charles III Charitable Fund• Lund Trust• Mitchell Trust• N Smith Charitable Settlement | <ul style="list-style-type: none">• Nancy Browns Charitable Trust• National Lottery Community Fund• National Lottery Heritage Fund• NatureScot• Northwick Trust• Ocado Retail Ltd.• Oglesby Charitable Trust• O'Neill Family Trust• Samworth Foundation• SCAF• Stewardship• The A and J Charitable Trust• The Aurora Trust• The Aurum Charitable Trust• The Big Give Trust• The Buffini Chao Foundation• The Downforce Trust• The Earthsong Foundation• The John and Mary Ann Foundation• The Joseph and Annie Cattle Trust• The Lennox Hannay Charitable Trust | <ul style="list-style-type: none">• The MacRobert Trust• The Mill Garden Trust• The P F Charitable Trust• The Rothschild Foundation• The Sanderson Foundation• The Savitri Waney Charitable Trust• The Scottish Government• The Sylvia Waddilove Foundation• The Tay Charitable Trust• The Waterloo Foundation• Tisbury Telegraph Trust• Toby and Regina Wyles Charitable Trust• Triodos Bank• UK Research and Innovation (UKRI) under the UK government's Horizon Europe funding guarantee• W M Mann Foundation• Welsh Government Innovation Challenge |
|--|---|--|

and all our supporters who wish to remain anonymous

Glossary

ADAS: UK provider of agricultural and environmental consultancy, policy advice and research and development.

Agroecology: Nature-friendly farming and food systems that support a fair, sustainable society.

Agroforestry: Integrating trees onto farmland, creating healthier soils and increasing crop yields whilst also establishing vital homes for wildlife.

AI 4 Soil Health: An open access European-wide digital infrastructure, compiled using state-of-the-art Artificial Intelligence (AI) methods and new deep soil health understanding and measures.

Cool Food Pro: An innovative, free online carbon impact calculator supporting caterers to move towards more sustainable practices and share their environmental savings with customers. It is a Franco-British project created under the INTERREG FRANCE (CHANNEL) ENGLAND Programme, which we work on with a number of partners.

Countryside Stewardship: Countryside Stewardship provides financial incentives for farmers, foresters and land managers to look after and improve the environment.

DEFRA: Department for Environment, Food and Rural Affairs.

Field labs: On-farm trials led by groups of farmers and growers who want to test and adapt their farming methods in real-time with support from researchers.

Food for Life (FFL): Soil Association's programme that makes good food the easy choice for everyone through a "whole setting approach" and stratified award scheme.

Innovative Farmers: A not-for-profit membership network, for all farmers and growers who are running on-farm trials, on their own terms. The programme is managed by the Soil Association.

LEAF: Linking Environment And Farming is an organisation promoting sustainable food and farming.

New Organic Entrepreneurs: A pilot programme supporting new organic entrepreneurs to build sustainable businesses

Organic: A certified example of an agroecological system. Governed by legal standards, and regularly and independently inspected, organic systems deliver produce in ways that benefit people, farm animals, wildlife, society and the natural world.

Regenerative farming: A conservation and rehabilitation approach to food and farming systems.

Sustainable Food Places (SFP): A programme led by the Soil Association, Food Matters and Sustain, to support local cross-sector food partnerships towards making good food a defining characteristic of the place where they live.

To find out more visit:
www.soilassociation.org



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Soil Association, please go to
www.soilassociation.org/support-us

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to request a copy.

