



2016 ANNUAL GENERAL MEETING



Agenda

Welcome

Financial overview

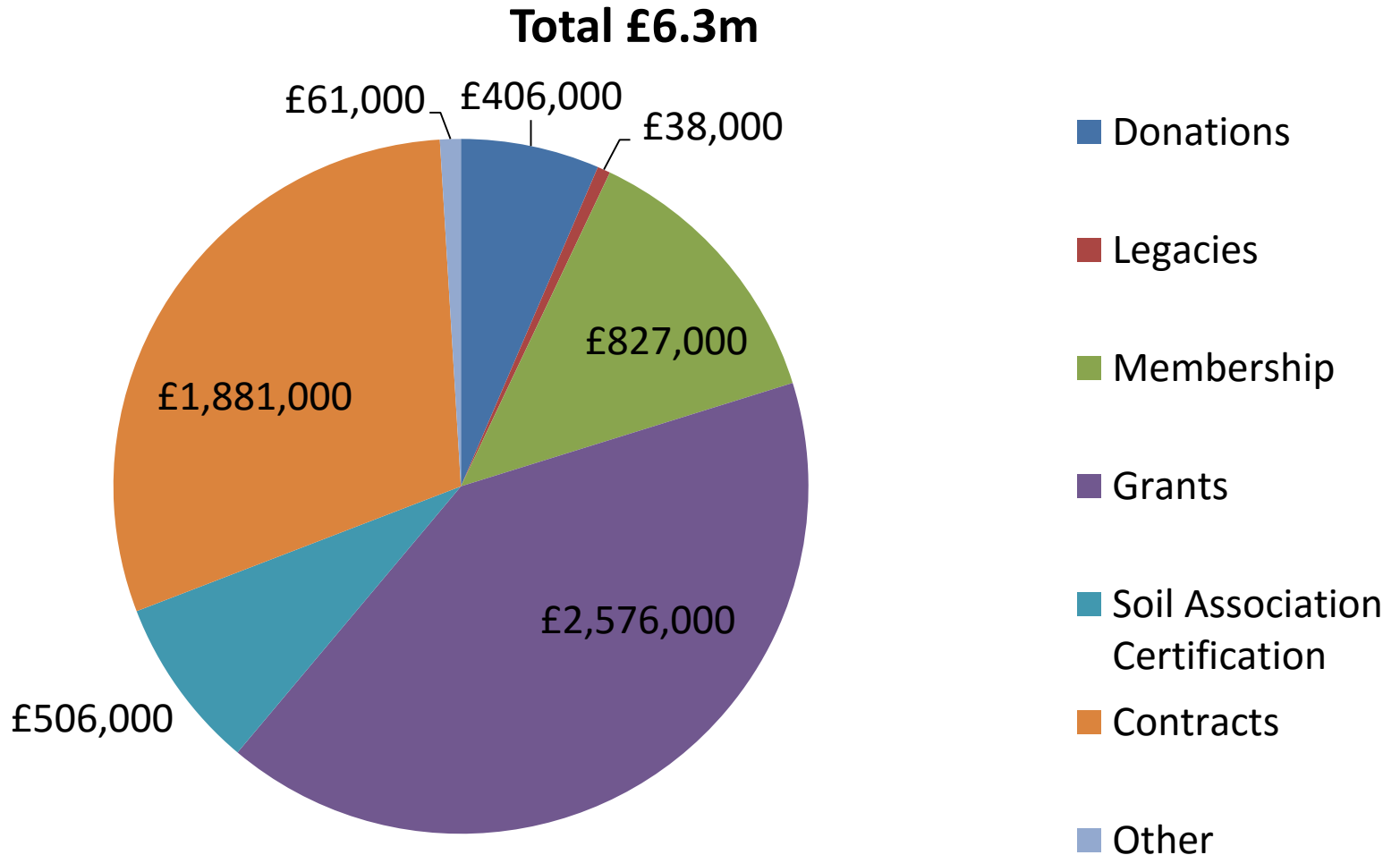
Highlights from the year and our big four priorities

Membership benefits

Q&A

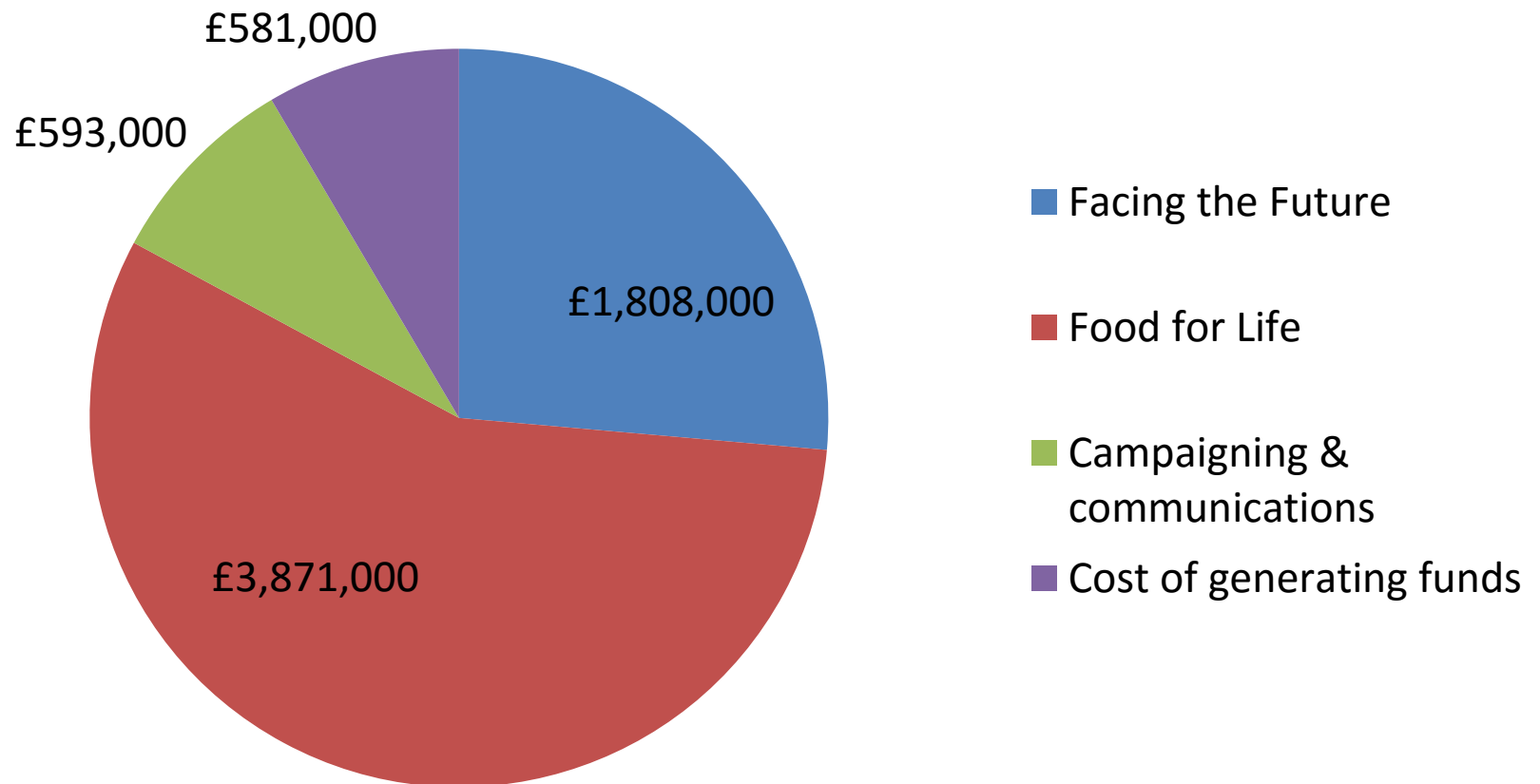
Close

2015/16 Charity funding



2015/16 Charity expenditure

Total £6.8m





HIGHLIGHTS FROM THE YEAR

Highlights

- Launch of the Innovative Farmers network
- Government endorsed our case for drastic improvements soil policy
- Big wins on antibiotics
- Progress on a ban on pre-harvest use on Glyphosate

FACING THE FUTURE

A group of approximately ten people, including men and women of various ages, are standing in a grassy field. They are dressed in outdoor or work-appropriate clothing, such as jackets, vests, and boots. Some are looking towards the camera, while others are looking away. The background features a blue sky with scattered white clouds and a white car parked in the distance. The overall scene suggests a group of professionals or farmers gathered for a discussion or meeting in a rural setting.

We want to bring food systems, farming and land use closer to organic principles of care, ecology, health and fairness

Success story!



“Farming can never stand still; we have to innovate all the time. Everything is constantly evolving – most of all the plants and soil. 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

An elderly woman with short, curly white hair and glasses is smiling slightly while sitting at a table. She is wearing a purple sweater over a black polka-dot scarf. In front of her is a plate of food, including what looks like meat, peas, and a potato. She is holding a fork over the plate. The background is a blurred dining room with other people and tables.

GOOD FOOD FOR ALL

We want
everyone to
be able to
access food
that is good
for them and
good for
the planet

Highlights

- Universal Infant Free Schools Meals
- Ofsted's inspections
- Fabian Commission (poverty in the food system)
- Helped hospital leaders improve food in hospitals.
- Food for Life Early Years award launched .
- Jamie Oliver's Kitchen Project resources online.
- Out to Lunch campaign in UK's favourite visitor attractions.

Today's headlines!

MailOnline

Home News U.S. | Sport | TV&Showbiz | Australia | Femail | Health | Science | More
Latest Headlines | News | World News | Arts | Headlines | France | Pictures | Most read | News Board

Children's lunchboxes at some of Britain's biggest attractions contain almost TWICE the daily sugar limit

- London Zoo slammed for serving up unhealthy lunchboxes to children
- Packs include 36g of sugar - almost twice
- Campaign found three in four boxes did not

The Telegraph

Cafes at UK's top museums 'refusing' to serve children vegetables

THE TIMES

Lunch 'loaded with sugar' at attractions

theguardian

website of the year

Top UK tourist attractions come bottom for healthy children's meals

Brighton Pier and Natural History Museum get lowest scores in parents' survey of food offered on popular family outings



itv Good Morning Britain

BREAKFAST

BBC NEWS

It's working

- 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.
- In 2015, Food for Life caterers spent over £13m on organic, free range and RSPCA assured food.
- Social return of £4.41 for every £1 invested in better food

A person wearing a dark jacket is watering plants in a garden bed. The garden bed is filled with dark soil and several small green plants are growing. A green watering can is being used to water the plants. The background shows a wooden trellis structure and more garden beds.

Success story!

“Some of our vulnerable pupils have come on in leaps and bounds, both academically and socially, because of Westlea’s work with the Food for Life programme. For example, one of our kids has a difficult time in their classes and is usually mute. Since Food for Life, they really enjoy being involved in fruit and veg growing activities. It has boosted their confidence so much – it’s one of the only topics they will talk about! I’ve made them a Chief Gardener and they choose classmates to water the plants with them.”

Sarah Summner, Deputy Headteacher of Westlea School

ENABLING CHANGE

We want to support and promote best practice among the pioneering businesses we work with

Soil Association's
organic
september

POP-UP MARKET 10am - 4pm

Bonnie & Bailey • Brockleby's
Celtic Bakers • Clear Springs
Clipper Teas • Cocoa Loco
Combe Farm • Isle of Wight
Eversfield • Kall...

Highlights

- Organic dairy and meat contains around 50% more beneficial omega-3 fatty acids than non-organic.
- Organic market grew by 4.9% in 2015.
- Soil Association Certification started working with over 370 more businesses and licensed 1,000 new products
- **Over 50% of English primary schools now serve Catering Mark standard food**
- There are now over 14,800 Catering Mark meals served each day at the National Trust's 134 properties.
- Relunched organic September campaign – reaching 30 million people!


From illegal logging to community forest



"Harrop Procter Community Forest is the product of an ambitious vision, dedication, and the hard work of scores of community volunteers and staff. We are tremendously proud of what we've achieved. We chose the Soil Association as our FSC® Certification Body because of our shared values, and because of their pragmatic and 'real life' approach.

Erik Leslie, HPCC Forest Manager

BUILDING THE ORGANISATION



" We are literally sowing the seeds of future destruction. The Soil Association has been a long-standing voice in this debate and has inspired numerous individuals (like Wendell Berry) in the US for whom we have a great deal of respect. The long tenure, combined with the very positive work and accomplishments over time, has led us to direct funds toward the work of the Soil Association."

T. Scott Cobb, Soil Circle Member



FOOD FIT FOR OUR FUTURE

70 YEARS OF THE SOIL ASSOCIATION

So what's the problem?

- Our global food supply, our diets and our health are in serious crisis
- 95% of our food comes from the soil
- We need healthy soil to feed the world
- 40% of all agricultural soils in the world are seriously degraded
- Food and farming is responsible for one fifth of UK climate change
- In the last decade, we have lost 75% of UK butterfly species
- 31% of our bumblebee species are in danger, two are already extinct
- A fifth of children joining primary school are now obese or overweight
- And millions of people are starving across the world

FOOD IS AT OUR HEART. AS A CHARITY WE WORK RELENTLESSLY TO FIND, TEST AND DELIVER SOLUTIONS TO SOME OF THE MOST PRESSING PROBLEMS FACING HUMANITY TODAY.



PESTICIDES



CHILDREN'S FOOD



ANIMAL WELFARE



SOILS





Who really runs this country?

*75% of our laws are now made in Brussels.**

*according to EU Commissioner Viviane Reding

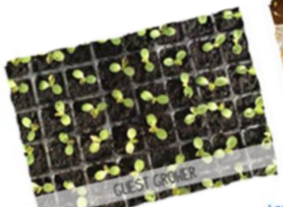
A POST-BREXIT FUTURE FOR FOOD AND FARMING

Membership Benefits

- Living Earth magazine
- Organic Offers
- Free will service
- Member events
- Regular updates
- Down to Earth Food Club online magazine



It's finally here! Organic September is in full swing and we have packed this edition of Down to Earth Food Club with enough organic inspiration to last you right through to Christmas!



Organic beauty doesn't have to be expensive



A photograph of two small, pink piglets standing in a snowy field. The piglet in the foreground is looking towards the camera, while the one behind it is looking to the right. A dark, semi-transparent banner with a jagged edge is overlaid across the middle of the image, containing the text "Thank you".

Thank you