

Vision: Nature Revival

Transforming food and farming to restore
the abundance and diversity of nature.



Glossary

Agroecology

Nature-friendly farming that supports a fair, sustainable society.

Agroforestry

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

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

Soil Association’s programme making good food the easy choice in schools and early years settings through a “whole setting approach” and stratified award scheme.

Food For Life Served Here

A certification for caterers across sectors, including hospitals and educational settings, verifying that the food on the plate demonstrates a commitment to climate, nature and health.

Innovative Farmers

A membership network, managed by the Soil Association, that empowers farmers and growers to conduct on-farm research into nature-friendly methods.

Organic

Governed by legal standards, and regularly and independently inspected, organic is an agroecological system that delivers produce in ways that benefit people, farm animals, wildlife, society and the natural world. Organic standards stem from four principles: the health of people and planet, sustaining ecological systems, promoting fairness between people and animals, and care for current and future generations.

Supply chains

In the context of food, the network through which food passes from being grown on farm to the consumer. Supply chains often include food processing organisations, distribution hubs and retailers.

Sustainable Food Places

A network of pioneering food partnerships across the UK that aims to make healthy and sustainable food a defining characteristic of where people live.

Systems Change

Addressing the root causes of an issue, rather than just their consequences, so that the structures, policies, power dynamics and assumptions driving issues such as climate change and health inequality are radically changed to lead to different results.

Come and take your place

A message from Helen Browning OBE, CEO of Soil Association

In my time leading the Soil Association, I’ve seen first-hand what happens when committed people come together to act.

For 80 years, we’ve been proving that nature-friendly farming works. We’ve joined forces to stop the bad stuff, like toxic chemicals and the abuse of farm animals. And we’ve shown an alternative path, one where we eat, farm and live in harmony with nature, not against it. What was once dismissed as fringe or impossible is now within our grasp.

But we’re at a critical moment: nature is in decline across the UK. Without a thriving natural world, we will simply not survive – a fundamental fact that’s easy to overlook in our increasingly urbanised lives. Yet together, I believe we have the will, energy and expertise to reverse this decline. And reverse it at scale.

70% of the UK is farmland, and that’s where we can make the greatest difference. That’s why I’m gathering a community of ‘won’t-take-no’ visionaries – The Revivalists – whose investment will fund nature’s comeback across our farmland and revive the landscape that future generations will inherit. People who are impatient for a better world and are ready to make it happen. People like you.

It places you among an exceptional group whose commitment today will be remembered for many tomorrows to come. History is made by those brave enough to act. We need the courage and resources to combine immediate action with long-term investment – so that change takes root and flourishes year after year.

I hope you’ll join us.

Helen



Standing up for nature

In 1946, in the aftermath of World War II, the UK stood at a crossroads. Should our country stick with centuries-old traditions of farming, or rapidly industrialise food production? Given the trauma of war and the scarcity of food, we understandably chose the latter.

But a small band of farmers, scientists, doctors and concerned citizens – inspired by our founder, Lady Eve Balfour – sounded alarm bells. They stepped up research on ecological methods that led to the organic farming movement in the UK. The Soil Association was founded, and today we are the UK's leading charity championing the way we eat, farm and care for our natural world.

Fast-forward 80 years, and our country is at another crucial crossroads. Our nature is in crisis. Do we continue to plunder our environment or act to protect and revive it?

For 80 years, we have been an organisation of action. We work across the whole food,

farming and forestry system to effect large-scale systems change, generating nature-friendly solutions that will benefit us all.

Our charity works closely with the wider Soil Association family. Woodoaks Farm, owned by Soil Association Land Trust, is a working case study of how farming can deliver for both nature and the local community. Soil Association Exchange supports farmers to measure the environmental and social impacts of their farming systems, and to show how caring for nature can help them improve these outcomes. All while improving profitability. With over 50 years' experience, Soil Association Certification is the UK's leading organic and sustainability certifier across food, farming and forestry, offering dedicated technical, inspection and certification teams to support licensees.

By working with people on the ground – from farmers and caterers to citizens and businesses – our charity proves what is possible when we work with nature.

Our vision for nature

We see a future where nature's diversity and abundance are restored across the UK. Our role is to transform our food system so every farmer and grower has a viable pathway to farm in harmony with nature.

The fight for nature will be won on farmland. Joining together, we can make that happen.



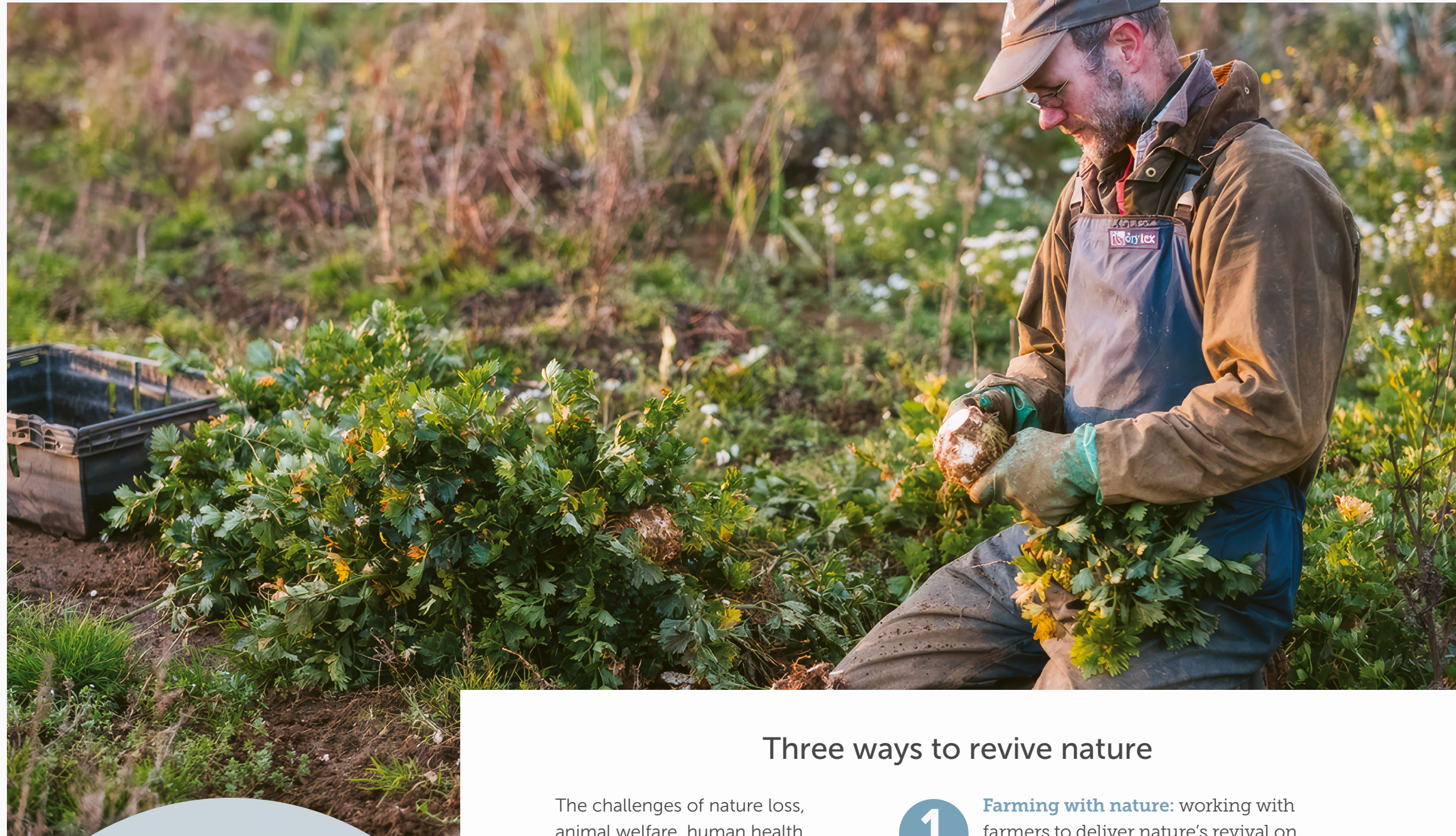
Nature needs the Revivalists

Nature is in decline and we all know it. Revival is within our grasp, but it will mean addressing how we farm, what we eat and everything in between.

Nothing has been more destructive to the UK's biodiversity and natural resources than industrial farming. We've cleared land for food production, poisoned it with chemicals, wrecked our soils and contaminated streams and rivers. The effect on wildlife has been catastrophic.

Over the past 50 years, the UK's wildlife has declined on average by nearly 20%. More than half of all birds on Britain's farms have vanished since 1970. But we hardly need a list of statistics to know this – we can see it and hear it for ourselves. Our once-flourishing countryside is sparse and silent where it used to teem with wildlife.

This, in itself, makes an irrefutable case for nature's revival. But what's less appreciated is what this loss means for our environmental resilience, our health and our economy. The fact is that nature loss poses an equal or greater threat to our economy as climate change. This makes nature's revival the most pressing need of our age.



Three ways to revive nature

The challenges of nature loss, animal welfare, human health, climate change and unequal access to good food are interconnected and must be addressed together. The Soil Association works across the food and farming system and this campaign aims to raise £5 million to underpin our vital work:

- 1 Farming with nature:** working with farmers to deliver nature's revival on the ground.
- 2 Voices for nature:** empowering people in their communities, private and professional lives to advocate for nature.
- 3 Nature positive economies:** creating the economic, social and political conditions for the creation and consumption of nature-friendly produce.

Nature can't wait. That's why we hope you'll join us in the fight for nature and help secure the future for generations to come.

Farming with Nature: grasping the opportunity

Over 70% of UK land is farmland, holding a third of the nation's woodland and 500,000 miles of hedgerows.

Transforming the way we farm could have a seismic impact on the preservation and proliferation of wildlife across our nation – organic farms have, on average, 30% more biodiversity than conventional farms. By driving nature-friendly food production, of which organic is 'best in class', we will see the countryside come alive again. This isn't a choice between wildlife and profitability. By farming with nature, farmers can boost biodiversity and build climate resilience while strengthening their bottom line.



Our goals for farming with nature

- Through Soil Association Exchange, we have the most comprehensive data set in the UK on environmental, animal welfare and social outcomes from farming. We will build on this to give ever better advice to farmers and policy makers and demonstrate that biodiversity increases on nature-friendly farms.
- To dramatically scale up our impact by working with farmers across the Soil Association family, reaching at least 30% of UK land to implement nature-friendly practices.
- Nature-friendly practices will be better understood, especially as part of a whole farm approach, and farmers will feel confident about implementing them.



'Organic farms support up to 50% more wildlife.'

Bengtsson, J.,
Ahnström, J. and
Weibull, A.C., 2005.

Proven expertise: innovation & learning

Our field labs and learning networks consistently generate game-changing, nature-friendly farming methods.

We've helped farmers boost biodiversity, build environmental resilience and diversify their businesses. In a survey of Innovative Farmers participants, 90% said the programme improved their confidence to experiment on farm. DEFRA has recognised the impact of the programme, referencing it in its new ADOPT fund which supports "collaborative farmer-led, on-farm trials". We are working with DEFRA as a delivery partner for their new service.

Farmland birds thriving

Through Soil Association Exchange, which supports farmers to implement nature-friendly practices, track improvements and access financial support, we've gathered data from 1,100 farms.¹ This vital knowledge will be used to inform our advice to farmers, demonstrate the

benefits of agroecology to different audiences, and strengthen our advocacy efforts.

We've found that farms that use low-intensity grazing, allowing farm animals to roam and forage, are twice as likely to be home to threatened farmland birds like linnets, skylarks and corn buntings. Lapwings and skylarks – two species in serious decline – were spotted 60% more often on farms where areas of the fields are left open and unplanted, giving them somewhere safe to raise their young. Hedges that are left to grow for at least three years between cuts are over a third more likely to shelter birds like turtle doves and yellowhammers – species that have lost much of their habitat in recent decades.

An annual gift of £10,000 could help ensure that the farmer-led solutions that are building resilience and restoring nature can be scaled up at pace.

¹ Farms visited are not representative of all UK farms. Weather conditions and time of year will have varied.

Voices for Nature: advocating for nature's revival

To bring about nature's revival, we need a diverse range of committed, passionate, 'won't-take-no' people to speak up for all aspects of nature.

In 2020, nature contributed approximately £35.7 billion to the UK economy. Yet, the Green Finance Institute estimates nature loss could cut UK GDP by 6% by the 2030s — a bigger impact than the 2008 financial crisis. This threat concerns all of us.

History shows that when committed people come together, they can change everything — from policymakers backing nature-friendly farming to teachers helping pupils connect with the outdoors. We can revive nature, but we can't do it alone.

Our goals for voices for nature

- To ensure that farmers can rely on consistent government and private support for the transition to nature-friendly farming, building climate resilience and biodiversity.
- For everyone to feel empowered, informed and excited to make choices that protect our biodiversity, and to speak up for nature.



"The health of soil, plant, animal and man is one and indivisible."

Lady Eve Balfour, the Soil Association founder

Proven expertise: speaking up for nature

The Soil Association has influenced successive governments by advocating powerfully for nature-friendly farming, healthy food in public settings like schools, and higher animal welfare standards. By convening the sector and building consensus, we've enabled NGOs to speak with one voice for greater political impact. Alongside Sustain, we were the most frequently named collaborator by organisations in the environmental and food sector in the 2024-25 Food Issues Census, for the third time in a row.

An annual gift of £50,000 could help continue our work advocating for nature-friendly practices at every level, leading to tangible support for nature revival on farmland.



Case Study: working with the Scottish Government

Through ongoing engagement with policymakers, including giving evidence to inquiries and bringing stakeholders on farm walks, we've built trust and respect in Holyrood. We played a key role in advocating for a funded Scottish Organic Action Plan, the launch of which was announced by Mairi Gougeon, Cabinet Secretary for Rural Affairs, Land Reform and Islands, at our Scottish Organic Gathering. Our expertise fed into its development and now we're delivery partners for the Government's three-year plan.

Nature positive economies: powering nature's revival

For nature-friendly farming to become the norm, it must be financially sustainable, and people must be able to buy farmers' produce easily.

Organic is more popular than ever in the UK: it's now in its 14th consecutive year of growth, outpacing non-organic sales four to one in major retail spaces. The sector reached £3.9 billion in 2026 — double its value a decade ago.

But these statistics hide worrying trends. Demand for organic produce outstrips home-grown supply with just 3% of UK land farmed organically and the market relying heavily on imports. The wider sector is also under strain — 49% of British fruit and vegetable farmers fear they'll go out of business within 12 months.¹ Another key issue relates to public sector procurement. Governments across the UK have repeatedly committed to sourcing more sustainable produce in this sector - most notably the UK Government's goal of 50% local and higher environmental quality produce in England. That would be a huge boost for UK growers, but that target has yet to be met. The Government is now actively consulting us on how to achieve these commitments.

Farmers are ready to adopt nature-friendly approaches. UK growers are eager to sell nature-friendly produce. Public leaders want to address health inequalities and food access. We need to ensure that markets enable this transition, not hold it back.

Our goals for nature positive economies

- Income is no longer a barrier to a healthy, sustainable diet at home or in public settings. We will extend Food For Life Served Here to a broader range of public settings and dramatically increase meals in public settings containing organic.
- To create stronger, fairer supply chains so that UK growers can better access existing markets, as well as growing new ones.
- For investment in nature to scale, with clear standards and metrics in place which ensure credibility and prevent greenwashing.

¹ Source: Get Fair About Farming, Riverford

Proven expertise: boosting markets for nature

We know nature-friendly farming delivers for the public and the economy. That's why we must build market efficiencies and demand so that it can grow sustainably.

Our groundbreaking Food For Life Served Here, an award scheme for caterers, is currently serving up 1.5 million healthy and sustainably sourced meals daily across UK schools and Early Years settings, including 50% of Scottish primary schools.

By developing stronger markets, we can reduce reliance on unpredictable funding for farmers, and enable long-term, systemic change. What's more, by creating demand for nature-friendly produce, we can channel more resources back to the farmers who protect and nurture biodiversity and our soil.

An annual gift of £100,000 could help revolutionise markets, offering a reliable blueprint for how our food system can deliver outcomes for nature through shorter, local, dynamic supply chains.

Case Study: Give Peas a Chance!

Give Peas a Chance! is a Soil Association-led pilot project to get organic peas into Aberdeen City Council school meals. Over 173,000 pea-based dishes were served in Aberdeen City Council's primary schools in 2024. This award-winning scheme has opened a new route to market for this local, organic, climate-friendly product, while giving pupils access to healthy and sustainable food. Following the pilot's success, it expanded to Moray Council and The Highland Council and led to further research into expanding Scotland's pulses supply chain.

Join The Revivalists

This is our moment to go bigger than ever before. To rebuild habitats, restore soil, change the way we farm – and secure our world for every generation that follows. If you share that drive and ambition, and you're able to make an annual gift of £10,000 or more, please consider supporting our vision. We need you with us.

The greatest strength of the Soil Association lies in our people: their dedication, their wealth of experience, their extensive networks. We are most effective when our experts can plan ahead while retaining the agility to respond swiftly to new developments. That's why, if you're able to pledge a multi-year gift, you would have maximum impact for nature.

Our supporters are a group of generous, motivated individuals and organisations who care deeply about reviving nature for now and

always – and are taking action to build a lasting legacy. By supporting our Revivalists campaign, you are making an unrestricted gift that enables the Soil Association to respond flexibly and strategically to the most pressing opportunities to revive nature. Your support helps sustain and grow our work, including across areas such as farming, advocacy, and building nature positive economies. We're committed to bringing you closer to the levers of change you're passionate about and demonstrating the long-term impact of your support. Alongside an annual progress report, there will be opportunities to join events where you can hear first-hand about the range of work you're making possible.

Come and take your place

Please email philanthropy@soilassociation.org or call **0117 914 2442** to discuss supporting our vision with a multi-year annual pledge or a one-off donation.

“For me, donating to the Soil Association is an investment in all of our most precious, most endangered assets: climate stability, human health, wildlife, education, our water table, healthy food systems, biodiversity. It never ceases to amaze me that the answers to these problems are essentially so simple, it all comes back to healthy soil. It is a certain way to feel hope.”

Mary, long-term Soil Association donor

Reviving nature for future generations. Isn't that a legacy worth leaving?

Do you recall the countryside of your youth? When trees resounded with birdsong? When fields and rivers bustled with wildlife? Now, all too often, the landscape is eerily quiet, entire species having been lost to industrialised farming.

But the natural world you remember so fondly is not out of reach for your children and grandchildren. At this critical moment in our history, caring, passionate people are making a stand to revive nature.

You can join them today by pledging a gift in your Will to the Soil Association.

Whatever size gift you can leave, large or small, it will help enable nature's recovery so that future generations inherit thriving soils, richer wildlife and resilient rural economies.

To find out more, please send for our Guide to Gifts in Wills by calling **0117 914 2432**, emailing giftsinwills@soilassociation.org or downloading a copy at soilassociation.org/will.



Royal Patron

His Majesty King Charles III

Board of Trustees

Richard Allan

Andrew Burgess

Phil Fearnley (Chair)

Steven Lizars

Caroline Missen

Neil Morris

Isabel Oliver

Kirsty Shaw

Jonathan Spencer MBE

Victoria Stevens

Sabine Vandenbroucke

www.soilassociation.org

Registered charity in England and Wales no. 206862, in Scotland no. 039168

**Do you need this in an alternative format?
Please email philanthropy@soilassociation.org
to receive this information in a different format.**

