



Sustainable Food Trust

A global voice for sustainable food and health

Progress Report

Accelerating the transition to more
sustainable food systems

December 2019



To all friends and supporters of the SFT,

I am particularly delighted to introduce this report summarising the activities of the Sustainable Food Trust during its first eight years of existence, as its publication coincides with the announcement that the Prince of Wales has become our Patron.

The Sustainable Food Trust is a changemaker organisation, for very important and necessary reasons - our mission is to enable a radical transformation of our food and farming systems away from the present intensive and industrial models towards resilient and sustainable alternatives, designed to promote the health of our planet and its people. We believe we can best achieve this by working catalytically to unblock the key barriers to change. One of the greatest of these is the absence of true cost accounting, an approach which would ensure that in future the polluter pays, food pricing reflects the true cost of production, and farmers who are delivering public benefits are rewarded for their actions and practices. We are also working to unlock two other key barriers to change, the absence of an enabling policy environment, and public confusion about what they should eat to be sustainable and healthy.

The negative impacts of the current dominant system of industrial agriculture could hardly be overstated. Climate change, declining soil fertility, biodiversity loss, growing food insecurity, and deteriorating public health, linked to poor food quality are all features of our current food systems, but all this damage could be reversed if we are successful in our advocacy and unlock the barriers to change as described above.

As you know, there is an absolute urgency about the need for our work - as it has been predicted that we have only 10 to 15 years to achieve the transition if we are to avoid an ecological breakdown, with devastating consequences for future generations.

Although we are a small organisation, we believe we are in a position of significant influence and that the combination of our understanding of the issues, our holistic approach and our contact networks have a transformative capacity that belies our modest size.

This report outlines where we believe our work is already exerting a significant influence. I hope reading it will strengthen your optimism about the potential for food systems change.

I'd like to end by thanking the relatively small group of individuals and organisations who have made our work possible, and would welcome any feedback on the content of this report.

With best wishes,

Patrick Holden

Patrick Holden, Founder and Chief Executive, Sustainable Food Trust



Executive Summary

We are a small organisation making a big difference. Our direct involvement with practical agriculture, extensive experience in the fields of policy, regulation, standards, certification and the food market, coupled with our network of international contacts, makes us uniquely positioned to be a catalyst for change. This report outlines our key areas of work.

8 / Building collaborative partnerships

A central element of the SFT's mission is to build new alliances between individuals and organisations in positions of influence. This report highlights our key achievements in this area, many of which are already bearing fruit and demonstrating that collective action can deliver more than the sum of its individual parts.

14 / True cost accounting

We have played a catalytic role in building a global community around the application of the discipline of 'True Cost Accounting' (TCA) in food and farming. Our report *The Hidden Cost of UK Food*, launched in 2017, highlighted the scale and extent of the dishonesty of present food pricing and is continuing to help reframe the international debate about the true costs of our current food systems.

18 / Sustainability metrics

Our 'Farmers and Land Managers Working Group' has been pioneering the development of an internationally harmonised framework for farm-level sustainability assessment. This has the potential to provide a common communication platform for every food producer in the world, as well as informing governments about the impact of their farming policies, and providing consumers with accurate information about the relative sustainability of the products they buy.

22 / Aligning sustainable farming with healthy diets

The SFT is one of the only organisations in the world directly linking food and farming with the question of what should I eat to be sustainable and healthy? This can be contentious territory – especially in relation to the recent shifts towards more plant-based diets – underlying the need to counter confusion about the role that sustainably managed livestock will need to play in future food systems, including their impact on climate change and public health.



28 / Informing policy

It is clear that in the absence of a policy framework which improves the profitability of sustainable food production, food system change will not happen at the speed needed. We are actively engaged in shaping policy, working with governments and policymakers, NGOs and food companies on a national and international scale, developing incentives and disincentives to ensure that we shift the balance of economic advantage towards sustainable farming and healthy food production.

30 / The Harmony project

The Prince of Wales's book "Harmony: A New Way of Looking at Our World", reminds us of some profoundly important truths, namely that everything in the universe is connected and balanced by universal laws and relationships. This is a major new work area for the SFT, which we are now developing in the fields of education, food and farming. The education strand is led by Richard Dunne, whose work is inspiring the next generation of children to relate the importance of nature to their wellbeing and future resilience.

34 / Communications

History shows that lasting change can only be achieved if it is driven through the power of informed public opinion. Our Communications team work to inform diverse audiences about the key issues that are impacting our food systems. Recently this has included empowering citizens to align their future diets with the foods that sustainable farming systems will produce in the region or country in which they live.

36 / Organisation and governance

This report concludes with information about our UK and US charitable status, governance, board membership, structure and staffing. It also includes detail on income and expenditure, funding sources and an analysis of our resource allocation to the work strands we have been focusing on since our formation in 2011.



About the SFT

The Sustainable Food Trust (SFT) is a small UK-based organisation formed in 2011 and our mission is to accelerate the transition to more sustainable food and farming systems on a global scale. To achieve this we work catalytically to inform and influence individuals and organisations in leadership positions.

Our aim is for food and farming systems to address climate change, operate inside planetary boundaries and maintain the health of the planet and its people. To achieve this we need production systems which are diverse and regenerative, working with the grain of nature and obeying the law of return, to build natural and human capital, as well as producing high quality food which enhances the health and wellbeing of communities.

It is our conviction that change happens when there is an alignment of right conditions (a combination of awareness of the need for change and the existence of inspirational alternative models, in addition to leadership and advocacy). At such moments, transformation becomes possible.

Accordingly, the Sustainable Food Trust is focused on drawing public attention to the scale and nature of the threats from our current unsustainable food systems and inspiring confidence in a sustainable alternative, by building a strong evidence base and influencing those in key leadership positions. In other words, we work from the top down, the

bottom up, and in the middle, always ensuring our messaging is grounded in good science. As such, our three key work areas are:

- **Leadership:** collaboration with individuals and organisations in leadership positions
- **Research and policy:** Building a sound evidence base for better policy and practice
- **Communications:** Informing and empowering individual and collective action to drive transformative change

Our unique position of influence

The SFT is in a unique position of being able to form connections with high-level contacts, due to our direct experience and knowledge of sustainable farming practices accumulated over a long period of time working in this field, giving us both authority and influence. In the eight years since our formation, we have built an international network of trusted partnerships with individuals and organisations all over the world.



'Pilgrimage' walk at The Future of UK Farming Conference, Fir Farm in 2018

- **Organisational experience** – Over more than 30 years, Patrick Holden has accumulated vast experience of building organisational capacity, running successful campaigns, influencing public opinion and advocating policy change. As a consequence, he has also gained important insights into the tensions between orthodoxy-challenging and relationship-building. Capitalising on this experience, and recognising that we are too small an organisation to deliver all the changes that are needed on our own, our strategy is to be a catalytic influence on other organisations, thus allowing us to achieve a greater impact than would otherwise have been the case.
- **Knowledge of farming practice** – Patrick Holden and Richard Young, two of our key SFT staff, continue to derive daily insights on farming in harmony with nature, building soil fertility, biodiversity and resilience without chemical inputs on two of the longest established sustainably managed holdings in the UK. Their combined experience gives the SFT a unique authority on sustainable farming systems that is not widely replicated elsewhere. It also allows us to connect with the whole farming community, from large-scale intensive to small-scale organic producers, as demonstrated recently within our 'Farmers and Land Managers Working Group', which has formed the platform for the development of our harmonised sustainability metrics project.
- **Network of high-level contacts** – Our unparalleled network of high-level national and international contacts in the farming, food industry, research, health, education, NGO and media communities gives us unique convening power and is arguably one of our most valuable assets. This is particularly important in view of the emergent international consensus that there is very little time – possibly only ten years – to bring about the transformative changes to our food and farming systems needed to help avoid irreversible climate change. In this respect, the global context of our work gives us additional strength, with us benefiting from a wide range of expertise and the ability to draw insights from our links with parallel projects across the world.
- **Track record** – The success of our past and present work adds to our credibility as an NGO. These include organic standards and policy development, financial incentives for sustainable farming, market development, and successful campaigns, such as opposing the introduction of GMOs in Europe.

Current work priorities

Our current influential projects include true cost accounting, harmonised sustainability metrics, the local abattoirs campaign, Harmony in Food and Farming and most recently, our advocacy in linking sustainable diets with the output of sustainable farming systems.

These initiatives have enabled us to foster many new trusting relationships with leading NGOs, individual farmers, farming organisations, land agents, regulatory bodies, food businesses and policy-makers.

Leadership and Collaboration

Sharing a vision for food systems change

The SFT is one of the very few organisations that has the contacts and capacity to convene global leadership communities, encouraging more systemic and interconnected thinking, as well as catalysing new partnerships.

By countering the natural tendency for both individuals and organisations to work in silos, the SFT is using its convening power to help build a shared consensus of the nature of the food systems change that is needed to meet the challenge of climate change, biodiversity loss and growing food insecurity. Working more collaboratively offers important opportunities to share knowledge and expertise, as well as providing a platform upon which to form a united approach to tackling issues of shared concern.

Food producers

Many producers in the mainstream farming community are understandably nervous about undertaking a shift towards a more sustainable system of farming due to their concern, in part justified, that the adoption of sustainable farming practices not only constitutes a leap into the unknown, but will also lead to lower yields and profitability. To overcome this, a central part of our work is to lead by example, building strong bridges of trust and collaborating with farmers and farming organisations, taking a more inclusive approach and finding ways to unite producers rather than divide them. Our work in developing a harmonised framework for measuring sustainability (see page 18) is an important illustration of this approach.

Another example is our developing partnership with the UK National Farmers Union and supporting them in delivering their target of achieving net zero warming from UK agriculture by 2040.

"A huge THANK YOU from far away in New Zealand for the leadership you have provided through the Sustainable Food Trust and by sharing this wisdom with the world. I am a farmer in Hawkes Bay and, like you, understand the essential role a regenerative food growing system is if humanity is to thrive into the future. I wanted to make contact with you to support your work and let you know that it is having an impact all around the world as we are endeavouring to move agriculture in New Zealand to be part of the solution rather than part of the problem"

Greg Hart, Mangarara Farm, New Zealand

Policy Makers

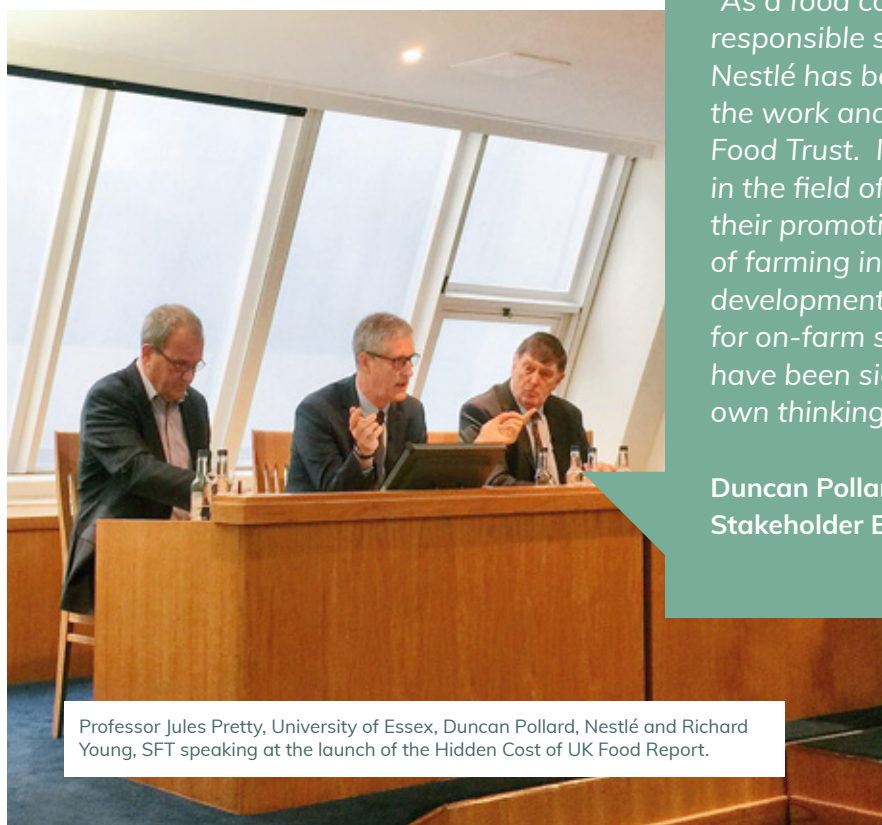
Recognising that for the introduction of sustainable farming at scale it must become profitable, we engage with key government ministers and policy makers in the UK and internationally, advocating the need for the introduction of a range of 'carrot and stick' incentives and disincentives which could collectively shift the balance of financial advantage towards more sustainable food production.

Underpinning this is our work on true cost accounting and sustainability assessment, helping governments to manage and measure the impact of such policy incentives. Examples include our advocacy of the '4 per 1000' soil carbon initiative introduced by the French agricultural minister at the UN's COP 21, and lobbying for the introduction of a tax on nitrogen fertiliser. If both mechanisms were introduced on a global scale, it would shift the economic advantage in favour of sustainable agriculture at the scale and pace that is needed.

Food businesses

We operate a policy of constructive engagement with new and innovative companies bringing local, sustainable products to the market. We also engage with big food companies because we believe that their involvement in developing more sustainable and circular food systems is crucially important if we are to make rapid enough progress to avoid irreversible climate change and other ecological and social breakdowns. Hence, we have had strong engagement with Unilever, Nestlé, Olam, Danone, Mars, Tesco, organic businesses such as EOSTA, Pukka Herbs, Aarstiderne, and many other food companies.

Our intention is to support the co-creation and redesign of the decentralised production, processing and distribution systems which will be needed to replace those that predominate at present.



"As a food company committed to the responsible sourcing of commodities, Nestlé has benefited significantly from the work and thinking of the Sustainable Food Trust. In particular, their leadership in the field of True Cost Accounting, their promotion of soil health, the role of farming in climate change, and the development of a harmonised framework for on-farm sustainability assessment have been significant influences in on our own thinking"

Duncan Pollard. VP, Sustainability and Stakeholder Engagement, Nestlé

Professor Jules Pretty, University of Essex, Duncan Pollard, Nestlé and Richard Young, SFT speaking at the launch of the Hidden Cost of UK Food Report.

Environmental NGOs

For many years, the environment and conservation community have arguably been holding back a transition to more sustainable food production by advocating the protection of biodiversity through stewardship schemes around the edges of otherwise intensively farmed land, rather than advocating a mainstream switch to sustainable methods. However, we believe our work in advocating for a more holistic dialogue about reintegrating nature protection with food production is now beginning to bear fruit.

Organisations we have worked with on this issue include IUCN (International Union for the Conservation of Nature), WWF (The World Wide Fund for Nature), The Nature Conservancy, The National Trust, Wildlife and Countryside Link, RSPCA (The Royal Society for the Prevention of Cruelty to Animals), RSPB (The Royal Society for the Protection of Birds), and FWAG (Farming and Wildlife Advisory Group).

Funders and philanthropists

A case study of the catalytic role played by the SFT relates to the emergence of the Global Alliance for the Future of Food. This collaborative philanthropic group developed as a direct consequence of two meetings organised by the SFT. The first was The Future of Food Conference at Georgetown University, Washington DC, at which around 25 individuals representing a cross-section of the global philanthropic community took part. Discussions initiated at this meeting with The Prince of Wales led directly to the formation of the Global Alliance for the Future of Food at a gathering at Highgrove, in June 2012. The group's membership is now approaching 30 and includes some of the largest and most influential foundations with an interest in sustainable food and farming.

In May 2018, the SFT co-organised a two-day conference with the Global Alliance at Dumfries House in Scotland. The purpose of the meeting was to bring together a group of foundations, philanthropists and external experts to explore the theme of food systems change, while marking the 5-year anniversary of the Alliance.

The meeting which led to the formation of the Global Alliance for the Future of Food, Highgrove 2012





Patrick Holden speaking at the Triodos Bank AGM in 2019

Conferences and events

The SFT has organised a succession of conferences and other high-profile events to launch new initiatives, campaigns and ideas. These have included: The Future of Food Conference, Washington DC 2011; True Cost Accounting conferences (Kentucky and London 2013, San Francisco 2015); sustainable livestock conferences (Bristol 2014 and San Francisco 2015); the Fir Farm conferences (2017, 2018, 2019); and the Harmony conference (2017). More than 2000 change-makers and leaders have attended these events, amplifying the influence of SFT's work across the world.

Tech leaders

Mindful of the potential of the tech community to support and enable transformative food systems change, both through software and philanthropy, our approach has focussed

on positive engagement. Examples include meetings with the Gates Foundation, including Bill and Melinda Gates, Eric and Wendy Schmidt from Google, and the hosting of a gathering of tech leaders, which included the founders of Dropbox, Zynga and WordPress at Highgrove in 2016.

Making the case for research

One of the early initiatives undertaken by the Sustainable Food Trust was organising and hosting a collaborative meeting of funders and foundations in San Francisco, the aim of which was to raise money for a long-term animal feeding trial investigating the impact of glyphosate/roundup, the world's most widely used herbicide, on animal health outcomes. Despite a brilliantly orchestrated counter campaign, the aim of which was to undermine the credibility of the research, country wide bans on the use of glyphosate based herbicides are increasing.

Economists

The SFT's focus on identifying and quantifying the hidden costs of industrial food production has led directly to the emergent science of 'true cost accounting', a term that was coined at an event we hosted in 2013. As one of our major work strands, we have played a catalytic role in supporting a number of different initiatives in this field, including TEEBAgriFood and The Global Alliance's TCA Community of Practice - a coalition of academics, foundations, practitioners, and business leaders working together to tackle the challenge of dishonest food pricing.

Research and academia

The SFT is looking to work with major universities to commission and undertake a major new study on food system externalities. Partnerships of this kind represent an emergent work strand for the SFT, countering the historic tendency for academic and research organisations to work separately from the farming community, often driven by funding and research paper publishing priorities.

Other examples of our constructive engagement with research institutes include our participation in conferences on the role of livestock in sustainable agriculture in Bristol and California, and engagement with researchers on the theme of plant breeding.

Nutritionists and health experts

An example of the need for a more holistic and integrated approach is well-illustrated by the recently published EAT-Lancet report, none of whose 37 authors and contributors had any practical engagement in agriculture. For this reason, despite the excellent intentions of its funders and authors, the view of the SFT is that the report is unbalanced and reaches confusing conclusions and recommendations. In response, we are placing a high priority on improving the understanding amongst climate change scientists and nutritionists of the practical realities of sustainable farming and the need to integrate healthy diets with the outputs of sustainable farming systems.



SFT / Global Alliance for the Future of Food gathering, Dumfries House, 2018



End of the day discussion in the 'beef barn' at Highgrove

'Seeing is believing' - farm based visits

We believe that first-hand observation of the practical application of sustainable agriculture has a transformative and inspirational effect that words alone cannot convey. To achieve this, we have used sustainably managed farms as educational platforms. In particular, we have been fortunate to have been given access each year to the 1900-acre organic farm and gardens at Highgrove, in the UK, which has been farmed sustainably by The Prince of Wales since 1985.

These visits have brought together more than 800 leaders and influencers from a wide range of organisations throughout the world – including mainstream policy, research, environment, agriculture and food organisations, to hold important discussions during a comprehensive tour of one of the longest established, sustainably managed farms in the world.

"Much of what we're currently considering has been sparked off by your Highgrove farm tour."

Jon Westlake, Head of Policy, Welsh Assembly Government

"My tour of the farming operation was an extraordinary experience. I absolutely loved it and I learned so much. It was a joy to be guided by someone who is so committed and knowledgeable. Patrick, your passion is tangible and I felt such a connection that we are on the same page."

Jacqueline Mars

True Cost Accounting in Food and Farming

Revealing the hidden costs of our current food systems

The SFT has played a leading role in pioneering the development of True Cost Accounting (TCA); the discipline of measuring and valuing the impact of agricultural practices on the environment and public health. Our aim is to improve the profitability of sustainable agriculture and affordability of healthy and sustainably produced food.

Our current global economic system fails to incorporate the hidden social and environmental impacts of food production in food prices. This represents the single greatest barrier to a global transition to more sustainable food and farming systems.

Without government intervention, farmers who are producing and selling intensively produced food will continue to make more money than their sustainable counterparts.

Sharing new approaches through our events and conferences

We have organised three major conferences on the theme of TCA, bringing together over 1000 delegates and 200 international experts.

Seminar on True Cost Accounting

Kentucky 2013 – where the term ‘true cost accounting’ emerged as the most accessible means of describing the process of calculating and internalising uncoded externalities (both positive and negative).

True Cost Accounting in Food and Farming Conference

London 2013 – over 350 experts and members of the public discussed the latest evidence and methodologies for measuring and valuing food system externalities and the TEEB AgriFood project was announced.



First true cost accounting in food and farming seminar, held in Louisville, Kentucky in April 2013



True Cost of American Food Conference at Fort Mason Centre, San Francisco, 2016

The True Cost of American Food

San Francisco 2016 – over 550 guests and 120 speakers joined us for this event. In the run up to this conference each speaker was challenged to monetise the known externalities in their field of expertise, which made for a stimulating and radical series of discussions. Dr Harpinder Sandhu presented an externalities study of three US farms, analysing the impact of the farming system on the natural, social and human capital ‘balance sheet’ for each operation when the true positive and/or negative impacts on the environment and society were factored in.



“One of the most profound and thought-provoking experiences in my life. The people I spoke to had a genuine concern for the environment, food safety and nutrition, social justice and welfare. I still can’t wrap my head around the fact that people of great influence, high academic acclaim and young people sought me out, not to argue with me or condemn me, but to thank me for coming and ask my opinion. I made so many good connections worldwide.”

**Jim Erdhal, corn/soy farmer
Minnesota (one of the three farms
within Dr Sandhu’s study)**

Communicating the true cost of food

A Tale of Two Chickens

At the 2016 San Francisco conference, we launched 'A Tale of Two Chickens' with The Lexicon of Sustainability. This animation highlighted the dishonesty of current food pricing by exposing the hidden costs behind the production of a so called 'cheap' chicken. It resulted in over 12,000 visits to the SFT's website, and was picked up by the UK Observer newspaper, which subsequently ran a feature on the true cost of industrial food.



'The Tale of Two Chickens'

Influencing policy change

'True cost accounting' has now become the accepted descriptor of this emergent economic discipline when applied to industries such as food and farming. Policy makers and researchers in countries all over the world are now making reference to the need for the introduction of the 'polluter pays' principle to correct the economic distortions which exist within our current food systems.

Supporting parallel initiatives

A large part of our work in this area has been helping to guide and advise on parallel initiatives such as the TEEB AgriFood project, with Patrick Holden having served on the advisory board and steering committee since its inception. We are also a member of the Global Alliance for the Future of Food's TCA Community of Practice Group, which has brought together representatives from many of the major TCA related projects around the world to encourage greater connectivity and collaboration. Similarly, we have also been members of IFOAM's true cost accounting steering committee.

International speaking engagements

Patrick Holden has participated in high profile global events speaking on the theme of TCA, including the New York Times Food for Tomorrow conference (2014); Slow Money Conference (2014); side events at the United Nations Climate Change Conferences COP21 and COP22 (2015 and 2016); the EAT Stockholm Food Forum (2015); Global Alliance for the Future of Food International Dialogue event (2015); Food Tank Summit in Washington DC (2015), and at five consecutive Oxford Real Farming Conferences from 2014 to 2019.

The Hidden Cost of UK Food

In November 2017, the SFT published The Hidden Cost of UK Food report which highlighted how UK food consumers are paying extra in hidden ways, in addition to the price they pay at the checkout. These include taxes, health costs, water pollution and clean up costs. The report sets out the range and extent of food system 'externalities', concluding that for every £1 spent on food in the UK, there is at least another £1 in hidden costs. The report has attracted international interest and is now widely referenced by researchers, NGOs and policy makers.



The Hidden Cost of UK Food Report, published 2017



UNITED KINGDOM

NATURAL CAPITAL DEGRADATION

GHG EMISS + AIR POLLUTION	£12.56 BN
FOOD WASTE	£19.90 BN
SOIL DEGRADATION	£3.55 BN
AGRICULTURAL WATER	£1.34 BN
	£37.35 BN

BIODIVERSITY LOSS

LOSS FARMLAND BIODIVERSITY	£7.80 BN
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FOOD CONSUMPTION-RELATED HEALTH COSTS

CV/DIABETES/CANCER/DENTAL	£23.08 BN
MALNUTRITION	£17.00 BN
OVERWEIGHT + OBESITY	£3.86 BN
HYPERTENSION	£1.00 BN
	£44.94 BN

FOOD PRODUCTION-RELATED HEALTH COSTS

ANTIBIOTIC RESISTANCE	£2.34 BN
FOOD POISONING	£1.80 BN
ORGANOPHOSPHATE PESTICIDES	£6.40 BN
COLON CANCER FROM NITRATE	£0.44 BN
	£10.59 BN

FARM SUPPORT PAYMENTS & REGULATION

RURAL DEVELOPMENT PROGRAMME	£2.35 BN
BASIC PAYMENTS SCHEME	£2.95 BN
BBSRC RESEARCH	£0.06 BN
	£6.36 BN

FOOD IMPORTS

NET HIDDEN COST OF FOOD IMPORTS	£9.29 BN
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TOTAL TO PAY	£116.33 BN
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CUSTOMER COPY



The hidden cost of food - top left (rainforest photo) credit, Rainforest Action Network.
Bottom left, credit Gary Naylor

Measuring and Valuing Sustainability

A harmonised framework for measuring on-farm sustainability

The SFT's development of True Cost Accounting in food and farming led us to the realisation that in order to be able to value the external costs of different farming and food systems, we needed a common measurement framework for assessing their impact.

In response, we convened a small working group of farmers and land managers and began developing common categories, metrics and indicators - a template that we believe has the potential to become an internationally harmonised framework for on-farm sustainability assessment.

The project is now gaining real momentum, with interest from UK, Australian, US, and European policy makers and certifiers. If taken up on a global scale, such a harmonised framework would encourage continuous improvement of farm sustainability, enable governments to assess eligibility for public purse support, and provide consumers with a more accessible and easily understood means of evaluating the sustainability of food products in the marketplace.

Farmers and land managers working group

Against the background of the multiple and overlapping audits that many farmers have to complete each year, in 2016 the SFT established a working group of farmers and landowners representing a wide diversity of farming scales and enterprises to work on the development of a harmonised framework for measuring on-farm sustainability. Since the first meeting in November 2016, the group has consulted with a diverse range of stakeholders, including policymakers, certifiers, farming bodies, food businesses, research institutes and NGOs.

Internationally harmonised framework

Following this research, the working group began developing a draft framework of converged sustainability metrics, including categories of assessment, examples of data collection methods and units of measurement. To test the effectiveness of this, in 2018, we commissioned Dr. Harpinder Sandhu from Flinders University, Australia, to undertake six pilot studies using the framework as a basis for his assessment. This included an adjusted profit and loss account for each farm which incorporated the externalities into the traditional balance sheet.

**SFT Sustainability
Metrics – ‘Tier 1’
summary table**

Category	Key metrics
Productivity	Physical output
	Financial output
	Balance sheet - true cost
Soil	Soil organic matter
	Structure and infiltration rate
	Biodiversity (earthworms)
Water	Source
	Sedimentation
	BOD/pollution load
Air	Emissions by source
	Sequestration
	Balance
Energy and resource use efficiency	Energy usage/mix
	Energy self-sufficiency
	Waste/recycled materials
Nutrient management	Inputs / outputs
	Management efficiencies
	Nutrient balance sheet
Livestock management	Management system
	Diversity, health and welfare
	Nutrition and input efficiency
Plant and crop health	Crops grown/rotation
	Pest and disease control
	Nutritional quality (Brix)
Biodiversity	Agricultural - seeds and breeds
	Natural - key indicator species
	Landscape features
Social capital	Education
	Community engagement
	Public access
Human capital	Employment
	Skills/knowledge of workers
	Health of workers

Soil carbon initiatives

We have recently become involved with a number of public and private sector projects looking to incentivise soil carbon stewardship, including the recently announced Terraton initiative. New financial markets for soil carbon could play a vitally important role in shifting the business case towards more sustainable farming practices, but we must work to ensure they remain compatible with the best interests of farmers on the ground.

Certification bodies

We have been in discussion with certification organisations about the possibility of them adopting a harmonised framework to help conduct future certification activities, including farm audits and consumer communication. We believe that such an approach could help empower farmers to make continuous improvements (as well as saving the time and money involved with multiple audits), and help consumers better understand and compare the degree of sustainability of products in market place.

Food business partnership

Over the last two years, we have held a number of meetings with food businesses and retailers about using a harmonised framework and language, rather than the many different versions of assessment (on top of certification and labelling) currently in use, to increase transparency and sustainability in the marketplace.

Links with the finance community

This project is now receiving significant interest from the global impact investment, banking and accounting community, who see the need for a common framework of assessment in order to aid decision-making about future investments in sustainable agriculture. We believe this could attract sizeable funding into the sector, which could play a vitally important role in creating a better business case for farming in a more sustainable way.



Meeting of the farmers working group with Environment Secretary Michael Gove at The Waddesdon Estate

Government engagement

The SFT has been advocating the introduction of a mandatory annual farm sustainability audit as a precondition for the receipt of future public purse support. Our proposals had a significant influence on the recent UK Secretary of State for the Environment, Michael Gove, and his Welsh counterpart, Lesley Griffiths, the Minister of Rural Affairs.

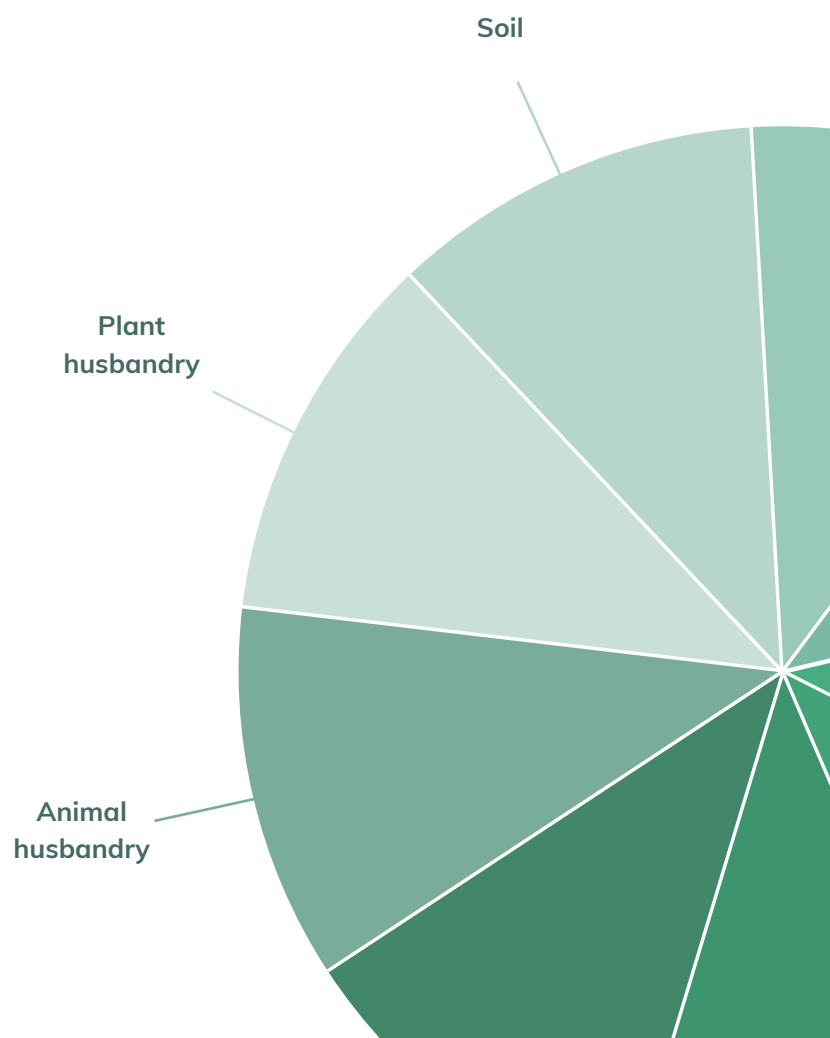
Following a meeting our farmers working group had with Michael Gove in November 2017, he gave a speech at the Oxford Farming Conference detailing the need for a 'single, scaled measure of sustainability'. The SFT's Adele Jones then took up a part-time secondment in Defra, to take these ideas forward from a policy perspective.

Defra have since agreed to trial our framework on a number of UK farms in order to advance the development of their new Environmental Land Management Scheme (ELMs). This will involve testing our harmonised framework on 25 farms across the country and began this Autumn.

The Welsh Assembly Government have also recently announced that their intention is to require an annual sustainability audit, based on the SFTs framework, as a precondition for eligibility for post-Brexit farm support.

"There's still no single, scaled, measure of how a farmer or food producer performs against a sensible basket of indicators, taking into account such things as soil health, control of pollution, contribution to water quality, as well as animal welfare. We've been in discussion with a number of farmers and food producers about how we might advance such a scheme and I think that, outside the EU, we could establish a measure of farm and food quality which would be world-leading".

**The Rt Hon Michael Gove,
Environment Secretary
(Excerpt from speech at the 2018
Oxford Farming Conference)**



Sustainable Farming Systems, Future Diets and Public Health

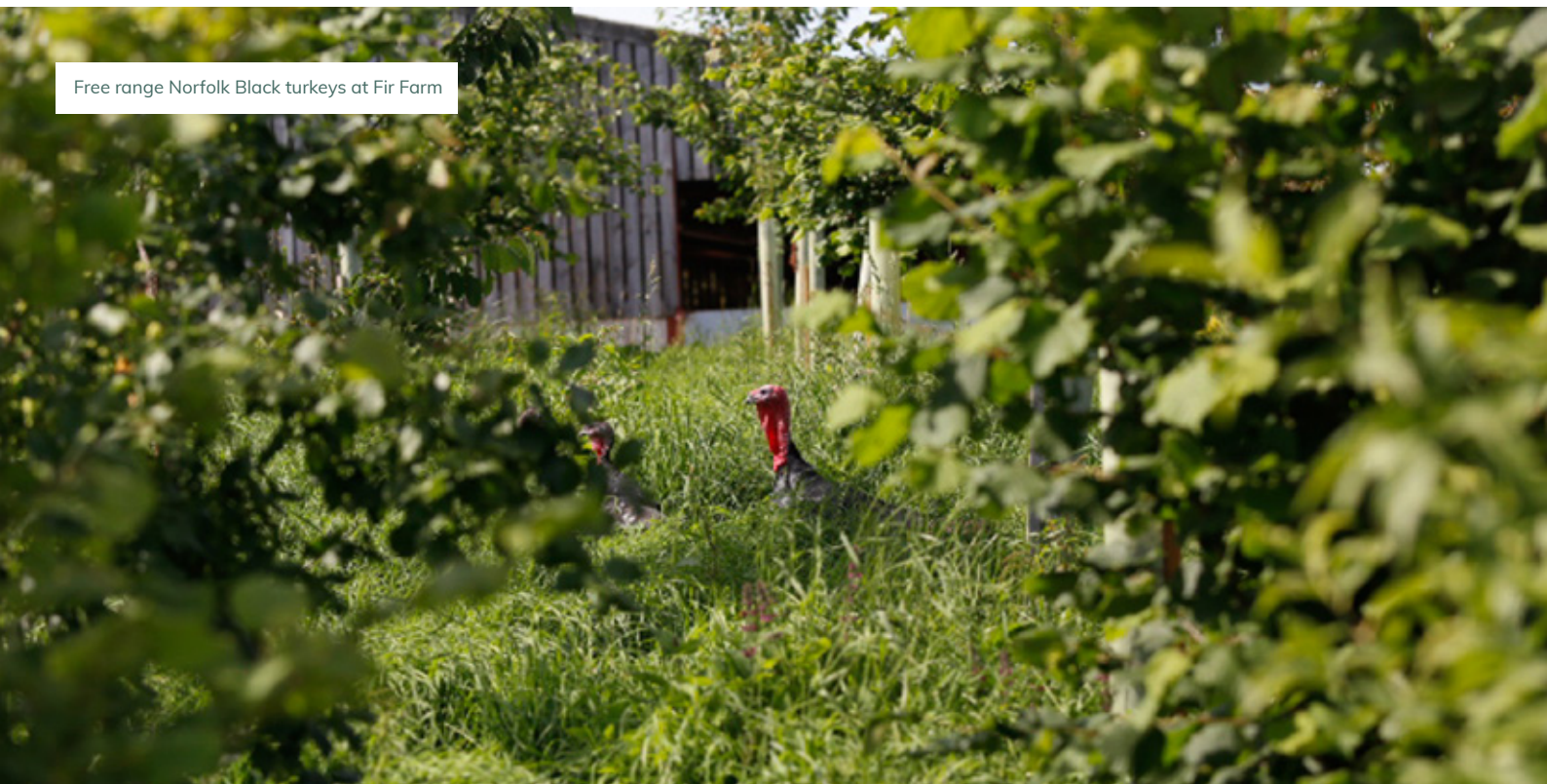
What do future farming systems look like, and how and how can we align our diets to support these?

The SFT is one of the only organisations in the world directly linking farming practice with shaping appropriate dietary responses to the challenge of climate change. We are doing this by assessing the potential impact of applying sustainable farming systems at local, regional, national and international scales – linking farm productivity, nutrition and public health.

One of the most significant barriers preventing the wider uptake of more sustainable agriculture is a lack of understanding about the often complex issues relating to what sustainable farming systems look like, what constitutes a healthy diet and how these two issues align.

Over the last eight years we have been exploring the key elements which would enable all farming systems to operate within planetary boundaries – something that will be vital if we are to avoid irreversible climate change and the depletion of natural and social capital on a global scale. This includes improving soil health, moving towards mixed farming techniques and ensuring we have adequate markets and the infrastructure in place to support the products coming from more sustainable farming systems.

Free range Norfolk Black turkeys at Fir Farm





Firbosa Herefords

Soil

There is an urgent need to rebuild the soil fertility which has been lost by more than half a century of intensive farming. Because the soil is a vast carbon bank, restoring organic matter levels on a global scale is one of the few practical ways in which a substantial amount of CO² could be removed from the atmosphere. Responding to this international challenge forms an important part of our work and for this reason we are strong supporters of '4 per 1000' – an initiative launched at the COP21 summit in Paris by the French Government with the aim of increasing the carbon content of global agricultural soils by 0.04% annually, to help mitigate climate impacts.

The SFT's activities in this field include: attending influential convenings of world-leading soil scientists and hosting international high-profile practitioner speakers on soil related issues, including leading US livestock farmer, Joel Salatin, at our 2016 and 2018 events.

In 2016, we also published a report on the impact of global soil degradation, a crucial issue since it has been estimated that up to 60% of global soils have been degraded by unsustainable farming practices during the last 70 years.

More recently, we have been working with the UK Government advocating economic incentives for farming practices which build soil carbon, ideally in the form of area-based payments which are directly linked to farming methods and systems which increase soil organic matter levels. This is of critical

importance, since soils with low organic matter are drought prone and unable to produce high yields or high quality food. As emphasised on page 29 we must ensure that in future, the polluter pays for damaging practices and farmers who increase environmental and social capital are rewarded for these public benefits.

Mixed farming

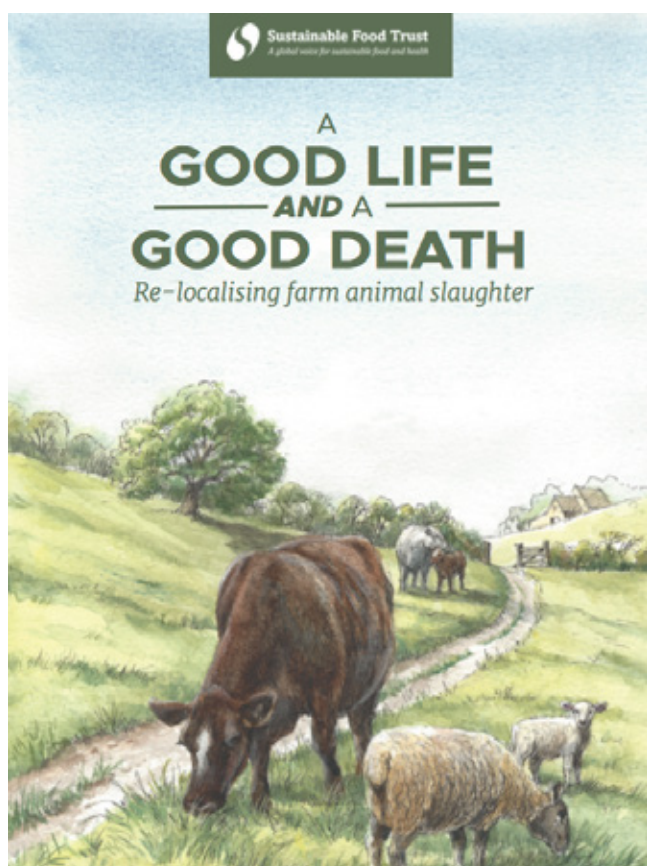
The SFT has been one of the only voices articulating the need for a fundamental change in farming practice - not just locally but globally. Until now, most countries have ignored the 'elephant in the room', which is that only with a return to rotational mixed farming systems which avoid the use of nitrogen fertiliser and pesticides, will it be possible to rebuild the fertility that we have squandered during the period of industrial farming.

The role of livestock

The voice of the SFT has become globally significant in advocating that sustainably managed livestock are an integral element of rebuilding soil fertility and biodiversity. We have been articulating the need for the general public to differentiate between those livestock which are part of the problem (grain-fed, permanently housed, intensively reared beef, poultry, pork and dairy) and the grass-fed ruminants, mainly cattle and sheep, supplemented with high-quality pork and poultry products from outdoor-reared animals, that are part of the solution.

Contributions to books and journals

Our advocacy for the importance of sustainably managed livestock is now attracting international interest. Publications where our input has been requested include: a chapter in Joyce D'Silva and John Webster's recently published book "The Meat Crisis: Developing More Sustainable and Ethical Production and Consumption"; a letter published by the British Medical Journal in response to a cohort study linking mortality from different causes with red meat consumption; and opinion and comment pieces for The Guardian, Times and Triodos Bank's newsletter.



A Good Life and a Good Death Report

Antibiotics

The misuse of antibiotics in intensive livestock systems is now internationally acknowledged as a major contributor towards antibiotic resistance. The SFT is a founding member of the global Antibiotic Resistance Coalition and is a member of the UK Alliance to Save our Antibiotics. Since 2011, we have submitted evidence to a number of UK MPs and to the European Commission and World

Health Organisation; contributed to a major global leaders' conference on antimicrobial resistance organised by Lord O'Neil with support from the UK's Chief Medical Officer and Chief Veterinary Officer; published articles in the Guardian newspaper and Veterinary Record; taken part in an Al Jazeera documentary 'The Cure,' partly filmed on Richard Young's (the SFT's Policy Director) farm; and contributed to Steve Hilton's book 'More Human'. Both Patrick and Richard have also spoken at events on the theme and published several articles on the SFT's website.

The small abattoir campaign

In line with our policy of relocalising food systems and under the banner headline - 'you can't have local meat without local abattoirs', the SFT recently launched the report 'A Good Life and a Good Death', highlighting the demise of small abattoirs and the environmental, animal welfare and agricultural problems this is creating. This led to 4 consecutive articles in The Times newspaper, one in The Telegraph and several TV programmes, including a special feature on the BBC's flagship programme Countryfile.

We have now established a 'Campaign for Local Abattoirs' website and are leading members of a Defra and Food Standards Agency action group, formed at our request.

We have also held meetings with several Ministers, Defra policy advisors and politicians, given presentations at a 2-day St. George's House debate at Windsor Castle, at a Dumfries House event and at a special meeting of a Parliamentary Committee which is due to publish a report soon. We are advocating a raft of policy initiatives to resolve the problems as well as considering innovative solutions, such as on-farm and mobile slaughter units, and greater use of technology and CCTV cameras to reduce on-site inspection costs.

Land sharing vs land sparing debate

Paradoxically, the historic position of many environmental NGOs – advocating for stewardship policies which confined biodiversity to the edges of



Lettuces at Blaencamel Farm

otherwise intensively farmed land – have often been in conflict with the SFT’s position on a more holistic approach that integrates wildlife and nature within food production.

Encouragingly, there are signs that these organisations are beginning to realise that these policies were ineffective and future incentives must be across the whole of the farm rather than confined to its green margins.

Linking healthy diets with sustainable food systems

In response to the question of ‘what should I eat to be healthy and sustainable?’ the SFT is recommending that future diets should be aligned to the productive capacity of the farming systems which are best suited for each region and nation.

Unfortunately the recently launched EAT-Lancet report, although rightly advocating a drastic

reduction in meat consumption, adds to the confusion about whether sustainable diets should include livestock products, by failing to differentiate between industrialised livestock systems and products and their sustainable alternatives.

The report authors appeared ignorant of the reality that, in both the UK and the US, regenerative farming practices, which eliminate chemical fertilisers and pesticides and rebuild soil carbon, will require the adoption of crop rotations which include a fertility-building phase, normally consisting of grass and legumes, that can only be converted into food we can eat by ruminant animals. For these reasons, the SFT continues to play an active role in participating in public debates about sustainable and healthy diets and adding balance to them. We gave evidence to a meeting organised by the Food Ethics Council to consider whether or not to tax meat. This resulted in a Guardian article which set out our key points.

Communicating complex messages

The Fir Farm Conferences

The SFT plays a vital role in convening and participating in events to communicate its latest research findings, proposed policies and practical solutions for accelerating a transition towards more sustainable food and farming systems.

In 2016, 2018 and 2019, the SFT organised a series of farmer-focused conferences, initially attracting around 120 guests at Fir Farm in the Cotswolds, UK. Our latest conference welcomed double this number of delegates, who heard from both the SFT and The National Farmers Union (NFU) on the challenges, and some potential solutions for achieving net zero global warming from farming by 2040.

These conferences have always highlighted the importance of mixed farming and the role of livestock in sustainable production systems. We have also organised multiple sessions on this theme at the annual Oxford Real Farming Conferences.

"I just wanted to congratulate you and your team on what was one of the best conferences I've attended in 25 years of working for FW. Some great presentations, some great moderators, excellent interventions and such a lot to write about!"

Feedback on our latest Fir Farm Conference (2019) from Philip Clarke, Farmers Weekly



'Any Questions' panel discussion at the 'Farming and Climate Change: Towards Net Zero Emissions' conference, 2019



Gail Bradbrook, co-founder of Extinction Rebellion speaking at the Fir Farm 2019 conference



Joel Salatin at Fir Farm 2018



Lunch at Fir Farm conference 2019

Influencing Food and Farming Policy

Enabling policy to ensure sustainable food production pays

Our global vision is for sustainable farming to pay better than farming in a way which damages the environment and public health. Our objective must be to ensure that the US Farm Bill, the Common Agricultural Policy (CAP) and equivalent instruments in other countries are all based on improving the economic incentives for sustainable agriculture.

During the period of industrial farming, most farming policies have been directly or indirectly hostile to sustainable agriculture across the world. Recently, we have seen growing awareness that climate change is directly linked to unsustainable agricultural methods, providing an opportunity to raise a much more fundamental question about the impact of future farming policy.

Future agricultural policy

Discussions about the UK's future relationship with Europe has created an opportunity for a fundamental review of UK food and farming policy. As a result, Defra (the Department for the Environment, Food and Rural Affairs) have set out a new vision for UK food and farming, based on the principle of 'public money for public goods' and the better integration of sustainable farming within future policy support. These principles should be equally applicable all over the world.

The SFT has maneuvered itself into a position of significant influence in this policy review, and we are hopeful that as a direct result, future policy frameworks will include soil carbon stewardship payments, the adoption of the 'polluter pays principle' and the introduction of a harmonised annual sustainability audit, which should be mandatory for any farm wishing to receive public money in future. Our response to the UK Government's Health and Harmony consultation and policy briefing on the Agriculture Bill, which is currently going through the House of Commons, are both available to read on our website.

"The Sustainable Food Trust's work has been invaluable in setting out how to develop metrics which can be used to reward farmers not just for improving soil health and increasing biodiversity, but also building human and social capital. These kinds of high-quality contributions to our consultation will help our policy to evolve."

**The Rt Hon Michael Gove MP,
Environment Secretary 2017 -
2019**



NFU President Minette Batters and Environment Secretary Michael Gove on a panel at the Future of UK Farming Conference

The Future of UK Farming Conference

In April 2018, the SFT hosted The Future of UK Farming Conference, involving almost 300 farmers and land owners (collectively representing over 400,000 acres) and representatives from farming bodies, NGOs, policy, food businesses, research and the media. The conference began with a keynote addresses from The Secretary of State for the Environment, Michael Gove, and NFU President, Minette Batters - both of whom set the stage for the rest of the event's discussions. The conference covered themes including UK post-Brexit policy, measuring and valuing sustainability, methods for improving soil health, new models for local food systems and the importance of local abattoirs. It was covered in The Guardian, The Times and Farmers Weekly.

High-profile engagement with international policy experts

In 2016, the SFT worked with the German Government to encourage them to adopt the '4 per 1000' soil carbon initiative. In connection with this, Patrick Holden spoke at the COP22 summit at the invitation of the German Minister for Food and Agriculture, Christian Schmidt. More recently, we have also been involved in a project led by the Meridian Institute exploring opportunities for incentivising soil carbon sequestration practices through the US Farm Bill crop insurance scheme. Richard Young also spoke at COP22 and the SFT continues to be involved with a global soil carbon stewardship working group, led by leading expert Professor Jean-François Soussana.

Polluter pays and nitrogen taxation

As explained in the earlier chapter on True Cost Accounting (page 18), due to the absence of the polluter pays principle, those who pollute or degrade are not financially responsible for the damage they cause. Therefore, farming practices which are damaging to the environment have remained profitable, whilst sustainable alternative systems have struggled to be economically viable. Governments throughout the world have been reluctant to introduce polluter pays taxes in farming, due to their possible impact on food prices. Yet the failure to do so amounts to environmental vandalism, pollution and irresponsible asset stripping of finite natural capital.

One possibility to be considered would be the introduction of a tax on artificial nitrogen fertiliser. A nitrogen tax would constitute a bold initiative to challenge entrenched behaviour, driving down the use of artificial nitrogen fertiliser while increasing support for positive alternative solutions, such as legumes in rotation. This strategy would disincentivise the use of artificial fertilisers by farmers, and force them to be more judicious in their use and adopt more sustainable alternatives.

In January 2018, the SFT submitted evidence to the Environmental Audit Committee's Nitrate Enquiry. We are planning to publish a full report making the environmental and human health case for major reductions in nitrogen fertiliser in early 2020.



The Sustainable Food Trust's Harmony Project

The work of Harmony in Education, Food and Farming is an exciting new dimension of the SFT. This work, under the umbrella of The Harmony Project, was borne out of the Prince of Wales's book 'Harmony, a new way of looking at our world', which explains how everything is connected through universal laws and principles that express themselves in Nature.

As The Prince of Wales says:

'There is a deep mutual interdependence within the systems of Nature, active at all levels. It sustains the individual components so that the great diversity of life can flourish within the controlling limits of the whole. In this way, Nature is rooted in wholeness.'

HRH The Prince of Wales, 'Harmony', Harper Collins 2010

Inspired by the ideas explored within the Prince's book, Richard Dunne, a primary school Headteacher, developed an approach to learning that integrates Harmony principles into the curriculum. These principles include Interdependence, Cycles, Diversity, Adaptation, Health, Geometry and Oneness.



We see repeated patterns and forms in the Geometry of Nature. The proportions of these spirals follow the Fibonacci sequence.



Earlier this year, Richard published a Harmony teachers' guide to enable educators to better understand how this approach to learning works and how it can be adapted and applied to a range of school contexts. It has been extremely well received both in the education sector and by those interested in other sectors such as food and farming, and health.

We are now working with a wide range of schools across the UK, providing training to assist them as they look to develop their practices, and creating resource materials to support their application of principles of Harmony to learning. There is a core group of schools that have already established Harmony curricula in their own settings, while others are just starting out on their journey. The interest in this approach is significant. Importantly, we are carrying out research projects as we go, to monitor the impact of this work on staff and student well-being and on learning outcomes. We are also working closely with teacher education providers to inspire the next generation of teachers coming into the profession.

With the focus on curriculum intent in the new Ofsted school inspection framework in England, the 'Well-being of Future Generations' Act in Wales and the 'Learning for Sustainability' entitlement in Scotland, there has never been a better time to promote this new way of learning.

Combining high standards in the core skills of English and maths with a much more meaningful approach to learning, helps students to make sense of the world. It has both clarity of purpose and real depth, and the quality of the outcomes – what Richard refers to as 'Great Works' – can be astonishing.

Importantly, this approach to learning enables young people to look at their world through a new lens and understand how Nature's principles of Harmony can teach us to live sustainably.

We believe there is now huge potential for the work to be taken forward across a number of sectors and to guide a new way of living and working.

As we look forward, we have identified four key aims for our work. These are:

- To establish Harmony principles and practices across a wider network of schools, both in the UK and internationally, and in a range of socio-economic contexts
- To promote a better understanding of these principles and practices amongst key individuals and organisational influencers
- To build public awareness about the wider benefits of the application of Harmony principles and practices for a more sustainable and harmonious way of living
- To monitor the impact of this work on school and student outcomes, key influencers and public awareness

We are developing a team of Harmony practitioners to assist schools in reframing their curriculum, and are keen to develop the international element to this work, including hopefully working with countries across the Commonwealth. We are clear that both resources and research will be essential to supporting the aims outlined above.

Ultimately, the Harmony curriculum is about enabling students to play a lead role in designing and delivering a more sustainable way of living that works in harmonious relationship with the natural world. The sustainability themes that run through the projects of learning create a golden thread that can build student understanding, year on year, from primary through to tertiary education. This growing awareness of sustainability issues and the leadership role students can play in addressing them will be central to the success of what we do.



HRH the Prince of Wales at the Harmony in Food and Farming conference

Harmony in Food and Farming Conference

Building on Richard's work on Harmony in Education, the SFT hosted a conference on 'Harmony in Food and Farming' at Llandoverly College in Wales in July 2017. It was attended by over 400 people from around the world. The conference touched on a range of themes, including the manifestation of the Harmony principles in areas such as the circular economy, the farm as an ecosystem, food production and nature conservation, science and spirituality, farm architecture, and faith communities.

Following the very significant success of the Food and Farming conference, we have organised popular sessions on Harmony at the 2018 and

2019 Oxford Real Farming Conference and a two-day Harmony inspired event at Dumfries House in May 2018, attended by influential leaders and philanthropists.

Most recently, we co-hosted with The Prince's Foundation, a second gathering at Dumfries House, attended by over 35 lead educators, key influencers and Commonwealth High Commissioners as well as His Royal Highness the Prince of Wales. The aim of the collaborative gathering was to build upon the inspiration of the Prince's book, to develop the model of Harmony in education and to share this work with potential supporters.

"I found the conference very thought provoking. I also learnt a lot and felt inspired listening to the enterprising ways that many farmers and producers have found to produce food sustainably whilst enhancing the value of their business. This includes your own farm, of course. It did also remind me of how precarious a time it is for British farming, especially as I heard individual stories in conversations over lunch and dinner."

Angela Karp, Director for Science Innovation, Rothamsted Research

Developing the work of the Sustainable Food Trust's Harmony Project

Through the work of The Harmony Project, we hope to facilitate a transition away from unhealthy and unsustainable systems and practices towards something much more holistic that imitates Nature's principles.

Education will play a critical role in achieving this. By equipping our young people with an understanding of what systems look like when they work well, we are enabling them to develop the tools they will need to address the challenges that we currently face.

We believe that an approach to teaching and learning based upon Nature's principles of Harmony helps young people to engage with these issues in a way that current models for education do not.

"Under Richard Dunne's leadership The Harmony Project has the potential to transform the future, enabling our children to better understand the world they find themselves in and empower them to make it more sustainable for future generations"

Sir Anthony Seldon, Vice-Chancellor of The University of Buckingham

"We have a collective responsibility to make the planet habitable to our true human potential. In this fragmented world, Harmony could be the glue that puts Humpty Dumpty back together again"

Sir Tim Smit KBE, Executive Vice-Chair, and Co-founder of the Eden Project



Dumfries House Harmony gathering, November 2019

Informing Public Opinion

Inspiring individuals to be part of the solution.

The SFT has become one of the leading international authorities on sustainable food and farming – a significant achievement in a relatively short time period. Our next challenge is to achieve this level of recognition and influence in the public arena.

How can the SFT, as a small organisation, break through the enormous volume and density of print and social media messaging which influences public opinion? This is a significant and important challenge, especially in view of the often conflicting messages about how to respond to the precarious state of our planet, particularly in relation to sustainable diets.

We are becoming a lead influencer in relation to public understanding about sustainable farming issues, including what you should eat in order to be healthy and sustainable. We believe it is vital that we achieve this through authentic messaging based on practical experience, which can inspire individuals to become part of the solution.

In undertaking this work, we remain ever mindful that it is opinion-forming citizens that represent an advance guard and have the potential to push public perception over a tipping point. Harnessing this power holds the key to success in transforming the food systems of the future, so our work in this area will remain a critically important part of our strategic plan.

We aim to do this by taking an integrated approach – launching our ideas through the publication of highly respected reports, linking them to live debates and speeches at conferences and events as well as further amplification through print, broadcast and social media channels. Of course that doesn't happen overnight, it takes time to build a reputation as a source of authentic and relevant ideas and policies on food and farming issues. However, recent media interest indicates that we are now reaching that tipping point.

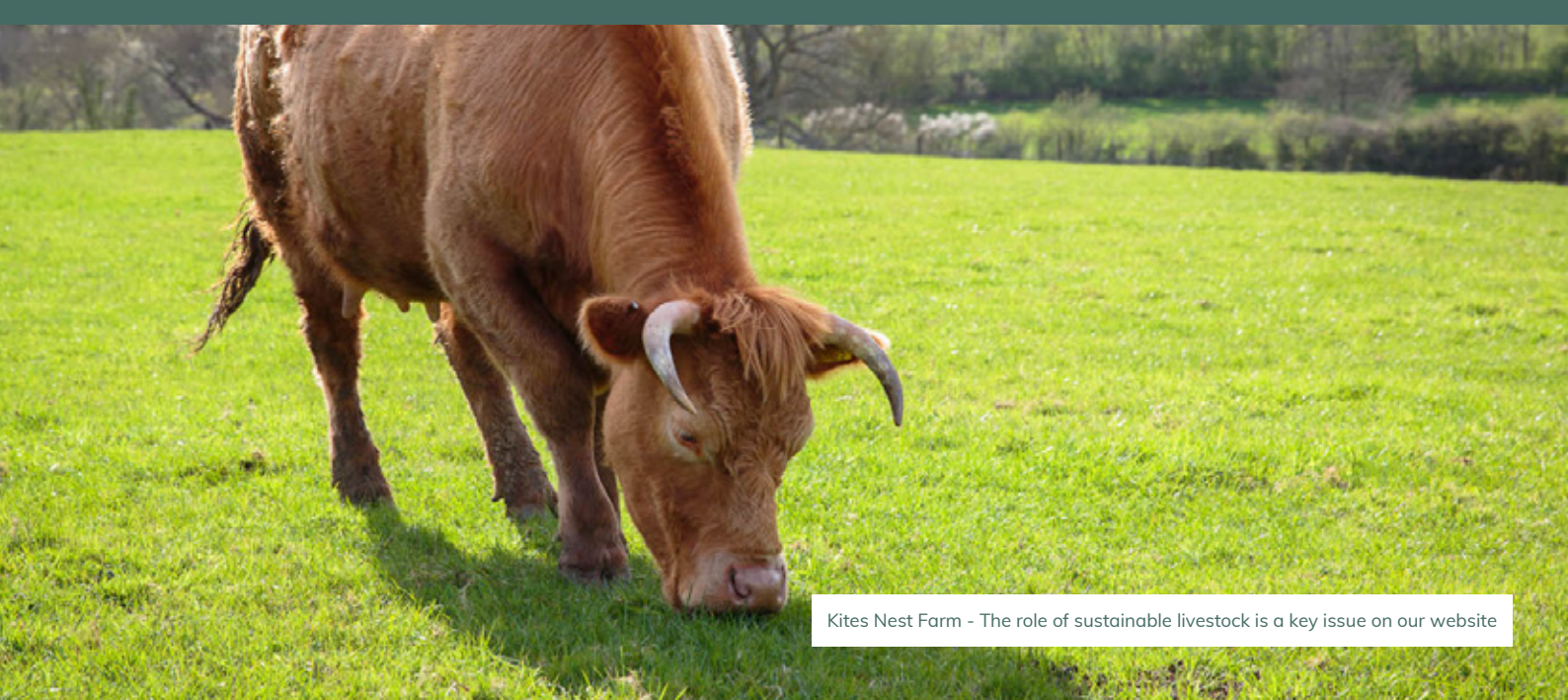
Social media

We have a growing and active following across all of our social media platforms, including Twitter, Facebook and Instagram. We have developed a strong network of people who frequently share our posts and engage in discussion. Social media remains one of the most crucial platforms for getting our messages out and represents the second most important driver of traffic to our website, after people who find us via search engines, such as Google. We are convinced that there are significant opportunities to take our social media engagement and impact to another level, working with key influencers and encouraging them to support our work.

Website and newsletter

As a small organisation working catalytically, we took the decision not to establish a membership scheme, to avoid the costs and challenges associated with servicing them. Instead we engage with the public through a fortnightly newsletter, social and print media, as well as broadcast radio and television.

Our website is continually being updated with news and fresh content and provides a resource for anyone interested in sustainable food and farming. We have had more than 200 contributors to the website over the years, including Joanna Blythman who won the Guild of Food Writers Award in part for a piece she had written for the SFT on the 'Impossible Burger'. We now have an archive of over 1,000 articles, along with podcasts, videos and



Kites Nest Farm - The role of sustainable livestock is a key issue on our website

images. Our newsletter has a dedicated and supportive following; we frequently get positive comments and feedback and the open rate is consistently above the national average.

Some comments from our readers on impacts include:

“I directly apply the information I read on your website to my work with local farmers.”

“I am a researcher of food politics, and the SFT has provided me with some very good case studies for my teaching and campaigning.”

“On the path to commence farming – in no small part because of the SFT raising my awareness.”

“I’m dairy farming and I went organic this year. SFT helped me to reach this decision.”

Media engagement

We are increasingly becoming a trusted source for comment on key issues, particularly sustainable food and farming policy and practice, sustainable diets, true cost accounting and sustainability metrics. We often engage with journalists seeking background information, quotes or interviews, and we have been asked to write opinion pieces for a wide range of publications.

Both Patrick Holden and Richard Young have been featured regularly on radio programmes, including BBC Farming Today, the Today Programme and the Virgin Radio Chris Evans Breakfast Show, amongst others, as well as on television.

Our press releases are frequently picked up by the media and we are cultivating a good network of journalists who are interested in our work.

Organisation and Governance

Patron



HRH The Prince of Wales

Two governing bodies steer our work, our Board of Directors are as follows:

The Sustainable Food Trust

The Sustainable Food Trust is our UK charity (charity registration number 1148645). The charity was incorporated in 2012 and our Board currently comprises five members spanning three continents.



Anthony Rodale
(USA) Chair



Christy Brown
(USA)



Thomas Harttung
(Denmark)



George Kallis
(Australia)



Peter Segger
(UK)

The Sustainable Food Alliance

The Sustainable Food Alliance is our US not-for-profit body with 501(c)3 status (EIN 33-1123944), registered in the State of Delaware. The SFA has a current Board membership of three and offers US donors a tax-effective means of supporting our work.



Owsley Brown III
(USA) President



Ed Baldrige
(USA) Treasurer



Anthony Rodale
(USA)

For environmental reasons, we are only able to meet in person occasionally - the first physical meeting of the Board took place in December 2018, in New South Wales, Australia. Regular meetings are held by teleconference calls.

Below is a list of our current staff and their roles:



Patrick Holden
Chief Executive



Erica Davies
PA to the Chief
Executive



Rachel Aitken
Assistant PA to the
Chief Executive



Richard Young
Policy Director



Honor Eldridge
Head of Policy



Robert Barbour
Research Assistant



Adele Jones
Head of External
Relations



Richard Dunne
Harmony and
Education Lead



Bonnie Welch
Projects Officer



Megan Perry
Communications
Manager



Alicia Miller
Website Editor



Victoria Balfour
Press Officer



Helen Taylor
Ambassador and
Development Support



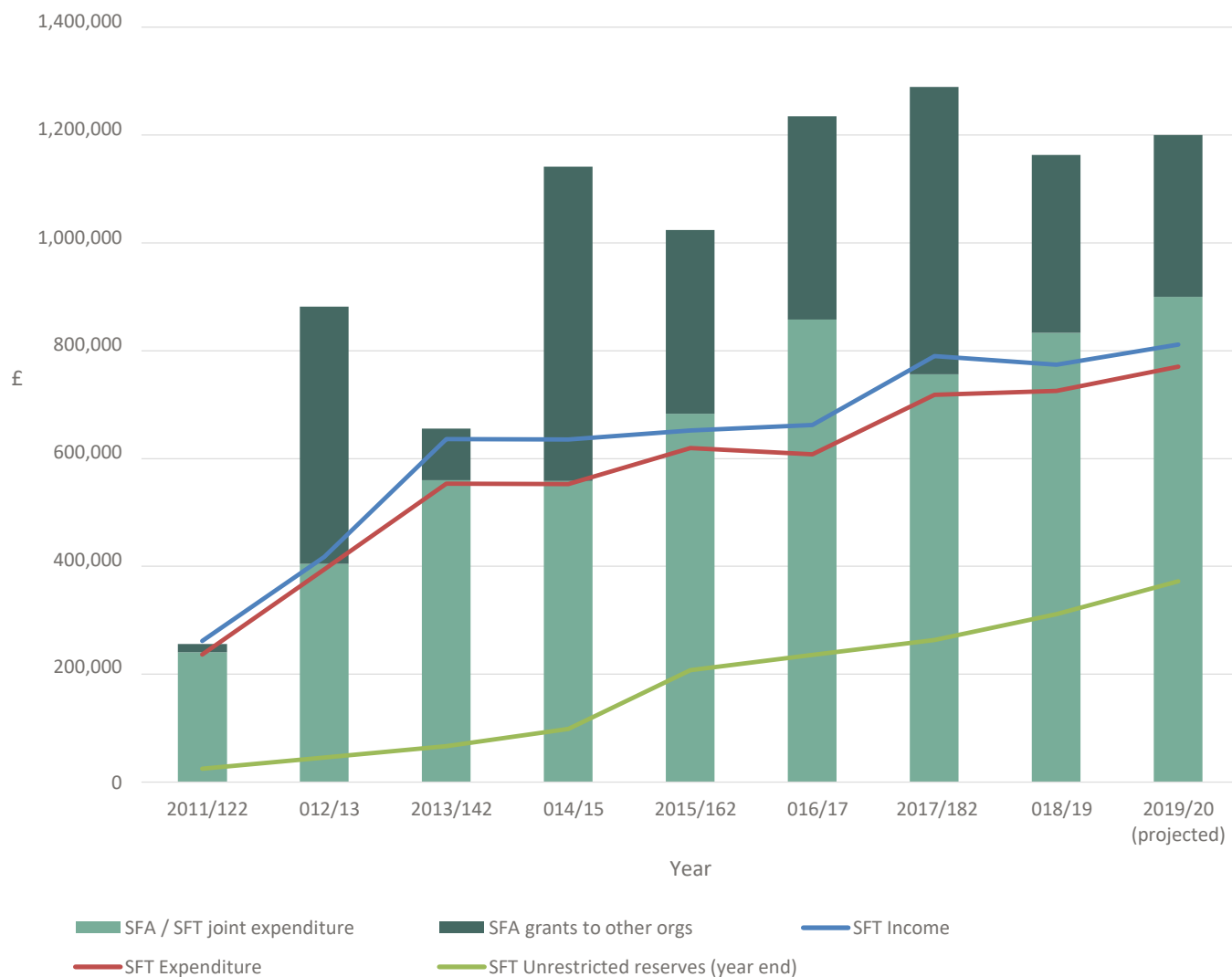
Claire Peeters
Head of Operations
and Development



Morwenna Lewis
Senior Finance and
Administration Officer

Income and expenditure

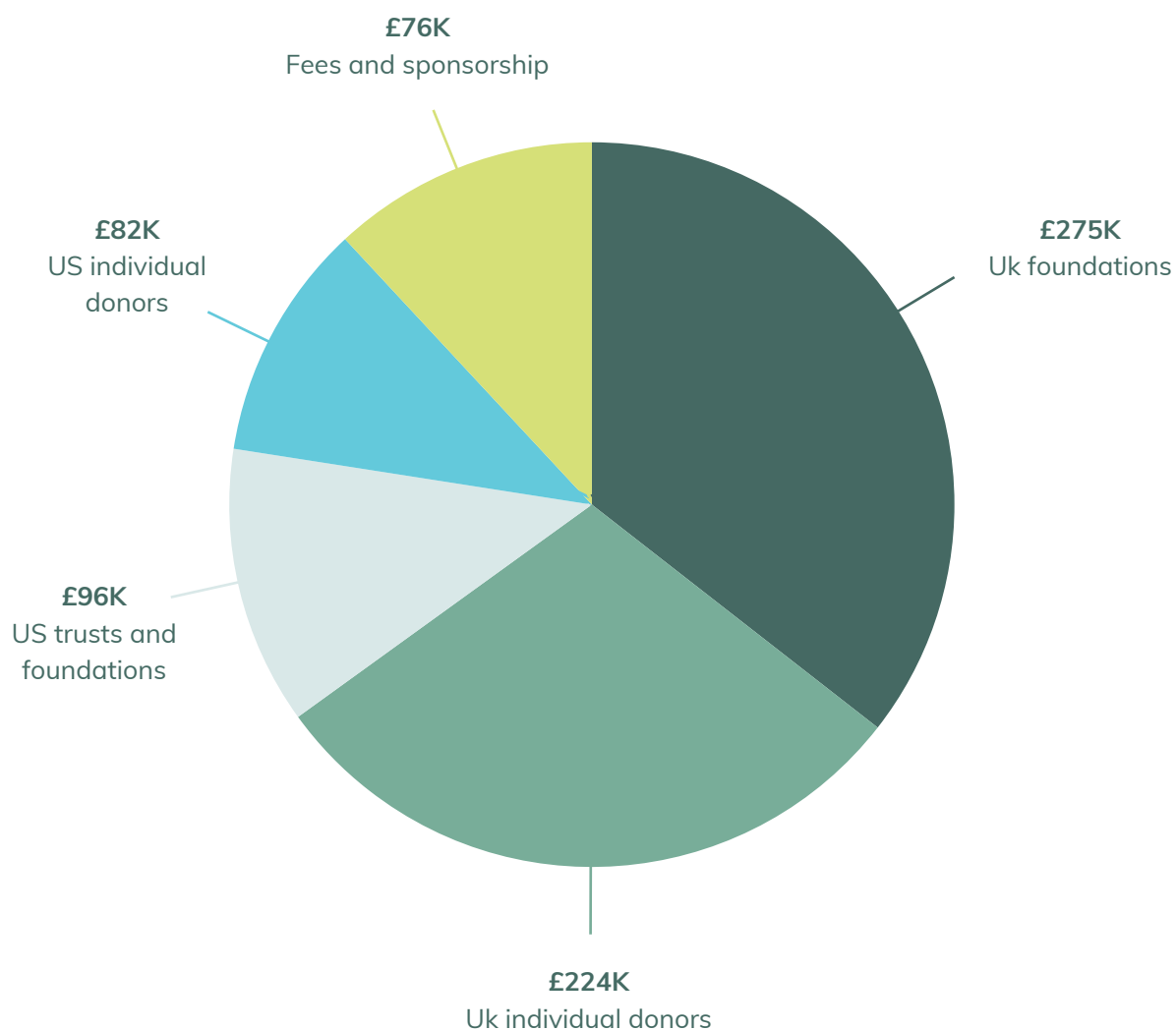
The growth of the organisation is reflected in our income and expenditure diagram below.



Since our formation in 2011, our annual income has grown steadily, from £262,045 (2011/12) to £811,00 (2018/19).

Our expenditure has increased from £236,925 (2011/12) to £770,000 (2018/19) in line with our growth.

Funding sources 2018/19



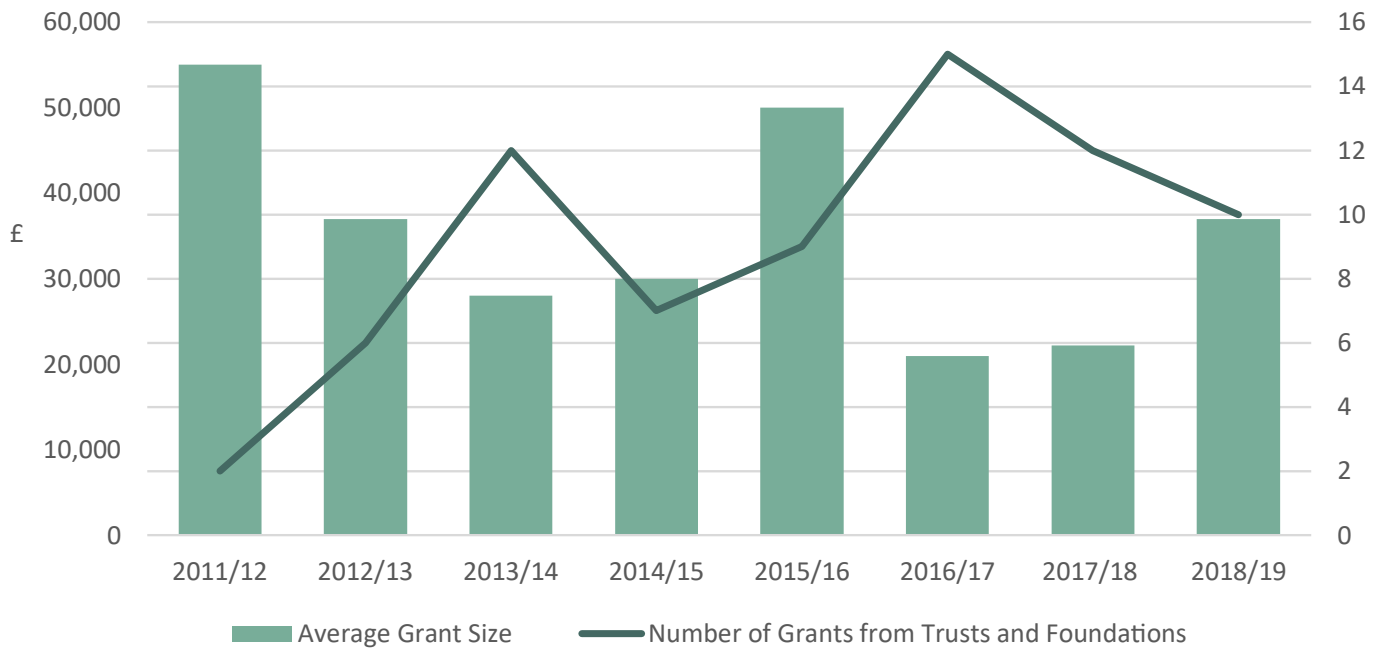
To date we have relied on a relatively small group of trusts and foundations and individual charitable donors to fund our work and are most grateful to all who have supported us.

If you would like to support the work of the SFT, please find more information on our website (www.sustainablefoodtrust.org) or contact Adele Jones - adele@sustainablefoodtrust.org

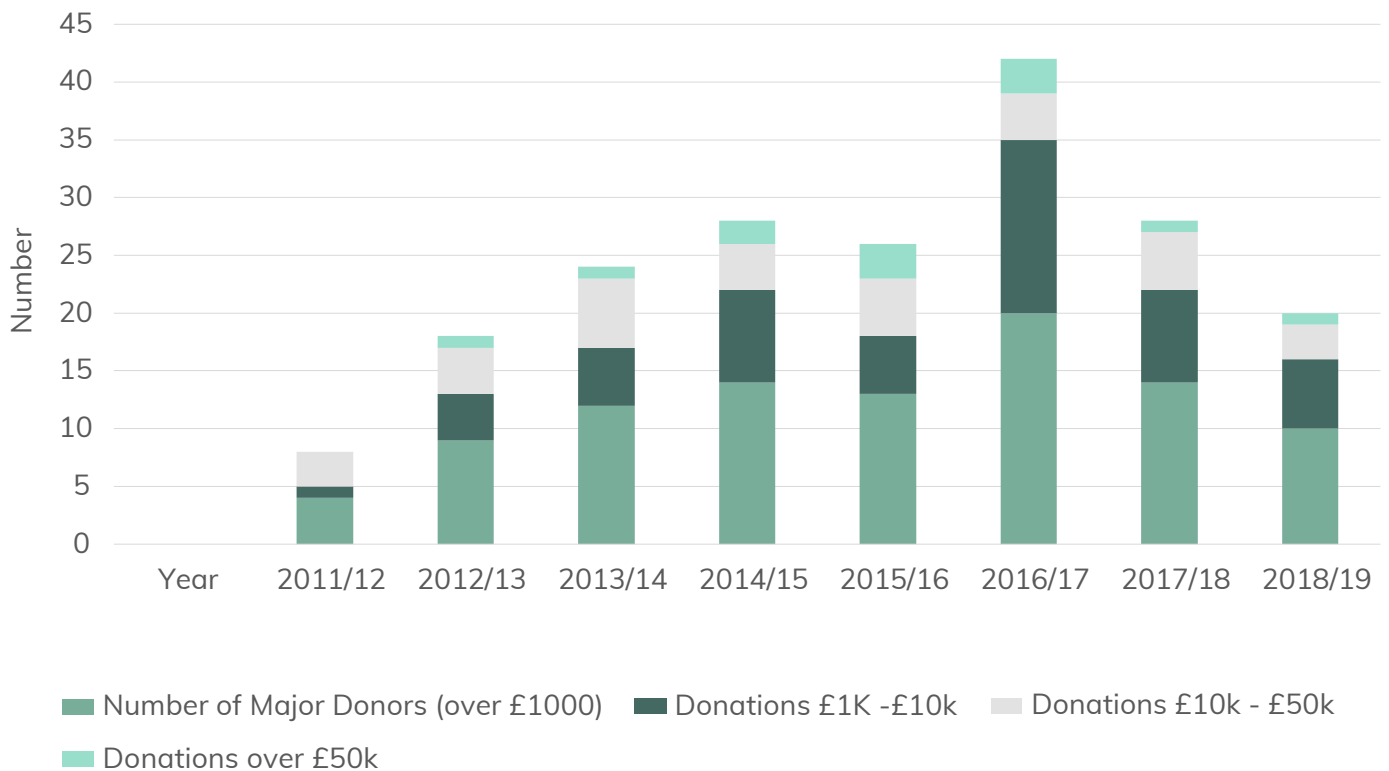
All our annual reports can be found on the UK Charity Commission website:

www.charitycommission.gov.uk.

Grants from Trusts and Foundations



Donations from Individual Donors



We would like to thank all our funders for their generous support, without which none of the progress we have made would have been possible. These are:

Foundations and Grant Making Trusts

11th Hour Project
The A Team Foundation
The Ashden Trust
The B & J Lloyd Family Charitable Trust
The Bill and Melinda Gates Foundation
The Birthday House Trust
The California Community Foundation,
The Christensen Fund
The Cornerstone Foundation
Earthsong Foundation
The Esmée Fairbairn Charitable Foundation
The Frances and Benjamin Benenson Foundation
The Gordon and Betty Moore Foundation
The Grace Communications Foundation
JPB Foundation
The Lady R Foundation
The Lillian Goldman Trust
The Marisla Foundation
The Mark Leonard Trust
The Marmot Trust
The Matthew Eyton Animal Welfare Trust
The McKnight Foundation
The Network for Social Change
The New Field Foundation

The New Venture Fund
The Owsley Brown II Charitable Foundation
The Owsley Brown III Philanthropic Foundation
The Panta Rhea Foundation
The Persula Foundation
The Planet Heritage Foundation
The Prince of Wales' Charitable Foundation
The Pureland Foundation
The Raphael Trust
The Rothschild Foundation
RSF Social Finance
The Sacharuna Foundation
The Safe Food Institute, Australia
The Samuel Centre for Social Connectedness
The Saville Turner Holistic Trust
The Silicon Valley Foundation
The Sustainable Food Alliance
The Swift Foundation
The Thread Fund
The Tides Foundation
The TomKat Charitable Trust
The Tudor Trust
The V. Kann Rasmussen Foundation

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Anthony Rodale
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Frances Astor
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Jacqueline Mars
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Jo Wood
Joan Brinch
John Moussouris

Jonathan Dimpleby
Lady Bamford
Leigh and Charles Merinoff
Marion Hunt
Myra Goodman
Nancy Schaub
Nina de Clerq
Roger Ross
Roger Pauli
Sarah Brook
Stuart Brown
Tara & Bryan Meehan
The Venerable Master Chin Kung

Companies and organisations

Agricology

AHDB Beef and Lamb

Animal Welfare Approved

Bi-Rite Markets

Bon Appétit Management Company

Brunswick Group LLP

Compassion in World Farming

Cotswold Grass Seeds

Daylesford Organic

Ecotricity

EOSTA

Farmcare

Fortnum and Mason

Kirovet Holdings Ltd

Michigan State University

Rollright Farm

Roger Ross and everyone at Lots Road Auctions

RSPB

San Francisco Free Clinic

The National Resources Defense Council

The National Trust

The University of Wales Trinity St David

Triodos Bank

Sheepdrove Organic Farm

With thanks to:

Steph French Photography and Chloe Edwards Photography for taking many of the photos featured throughout this report.

We hope you have enjoyed reading this account of our first eight years of work. There is much to do as we find ourselves facing a worsening global climate crisis with food and farming needing to play a critical role in addressing this.

If you would like to continue to support our work, or become a new funder, you are welcome to visit our website www.sustainablefoodtrust.org or contact Adele Jones - adele@sustainablefoodtrust.org



