

# Putting theory in to practice: Supporting change, monitoring impacts and delivering rewards for public goods

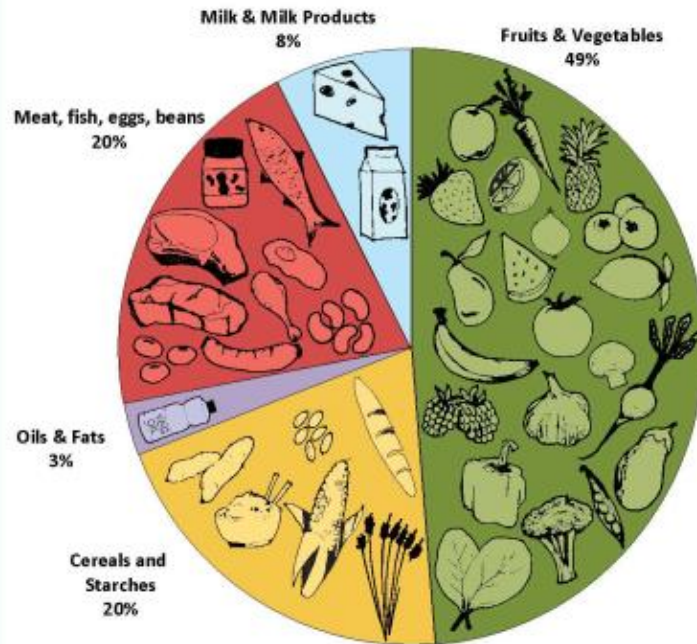
Caroline Drummond, LEAF Chief Executive

# Supporting Change



# Supporting Change

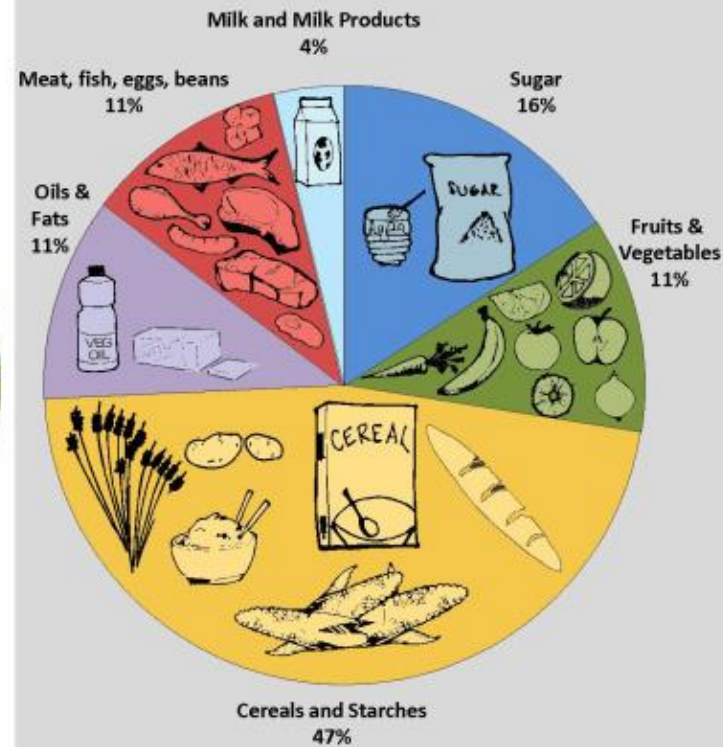
**What we should be eating  
(Harvard's Healthy Eating Plate Model)**



WHO < Limit  
5%

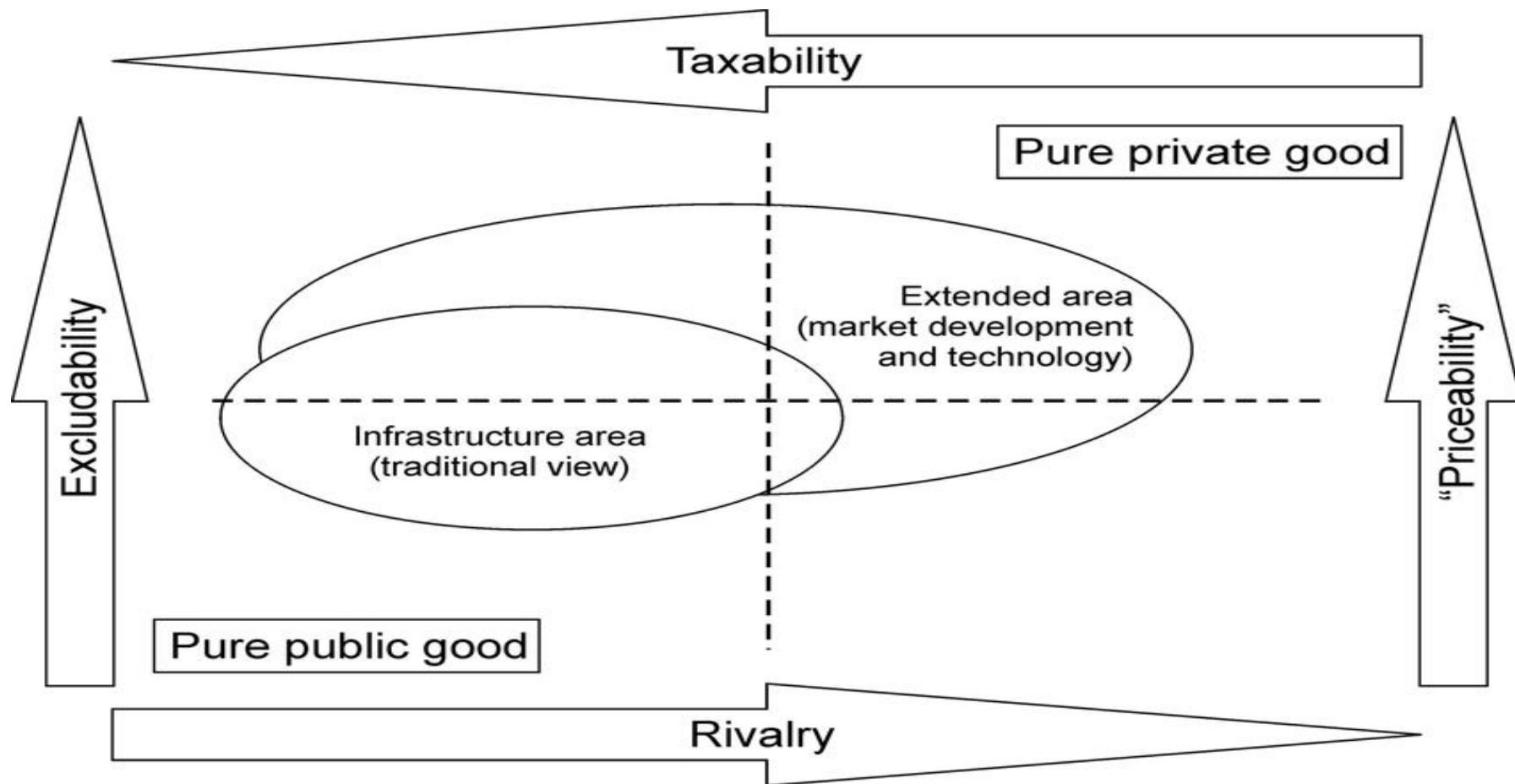


**What we are actually producing  
(According to 2011 FAO)**



Evan Fraser, Guelph, FBS analysis, 2015

# Supporting Change



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# Supporting Change





LINKING ENVIRONMENT AND FARMING



# Supporting Change

**What to you want me to do differently?**

- **Make it easy, achievable, practical, realistic & workable**
- **'How to' demonstrations**
- **Create a market pull**
- **Demonstrate impact - £, benefit**
- **Incentivise**
- **Innovate**
- **Legislate**





# IFM delivering sustainable farming



Sustainable farming, delivers a site-specific farming system supporting the integration of the environment, society and farm economic viability over the long term.

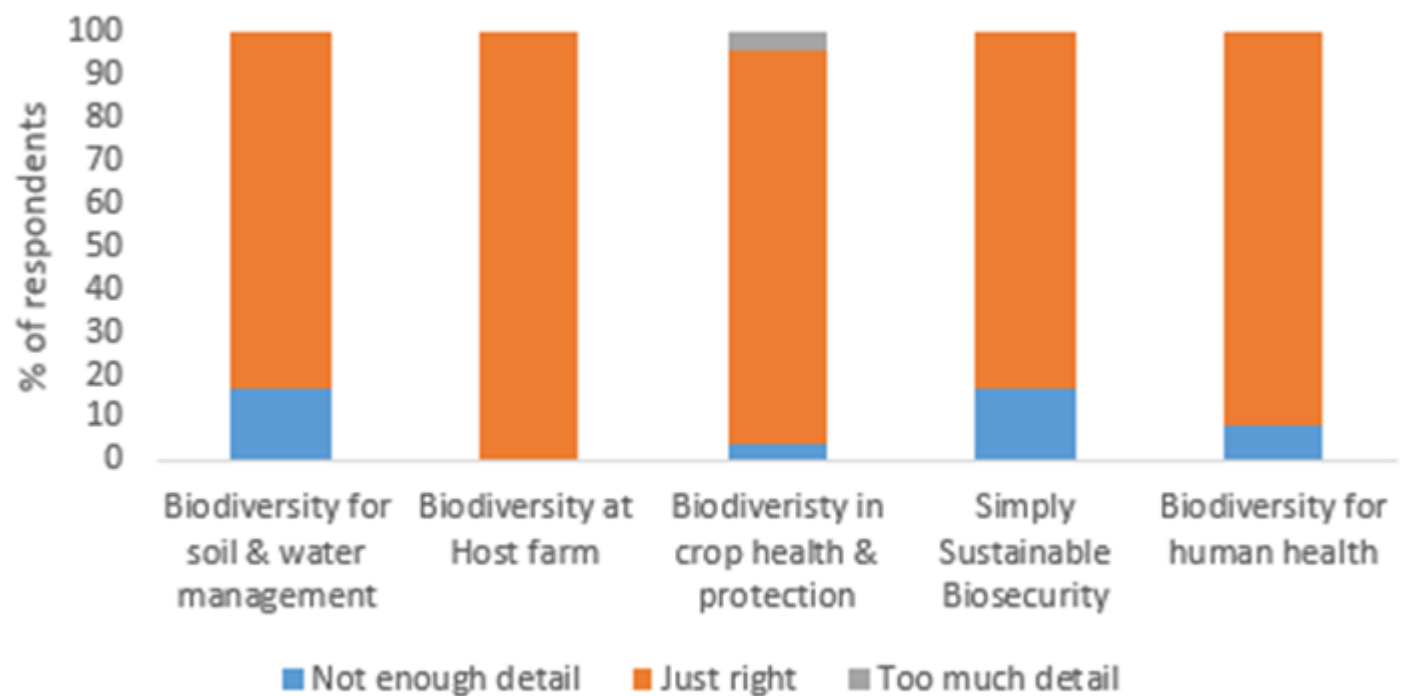
LEAF 2012

# 'How to' demonstrations



# Impact

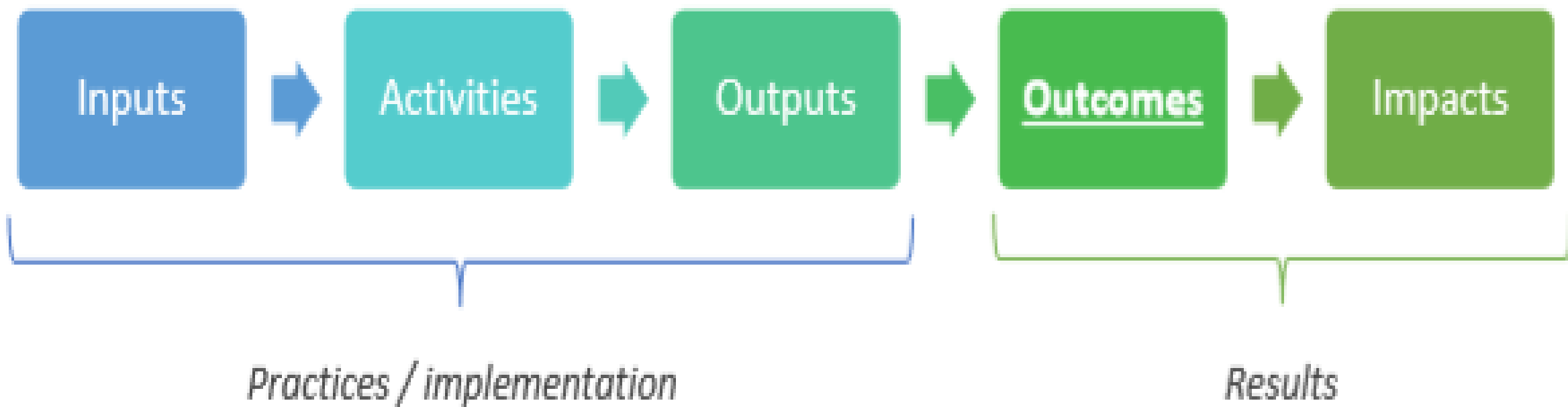
## Depth of Discussion



Overall respondent feedback on IFM Field Event session depth of discussion



# Impact





# Impact

- Independently verified
- Environmental label
- Tells you that the food is produced sustainably by LEAF members
- Demonstrates continuous improvement
- Increasing industry recognition





# Measure impact

## LEAF Marque - Independent Report Published

### Key findings



#### Improved incomes

**36%** reported extra income as a result of being LEAF Marque certified.



#### Improved soil management

**64%** reported LEAF Marque certification had helped improve soil condition.



#### Improved market opportunities

**97%** reported LEAF Marque certification had helped secure access to new market opportunities.



#### Improved biodiversity

**66%** of farmers reported increased biodiversity and **53%** reported improved landscape value.



# Measure impact

## LEAF Marque - Independent Report Published

### Key findings



#### Access to premiums

**23%** reported receiving a premium for their LEAF Marque certified product.



#### Improved energy efficiency

**54%** said that LEAF Marque certification had helped improve the energy efficiency of their businesses.



#### Improved water management

LEAF Marque certification leads to more strategic thinking about water use and its wider impacts.



#### Improved crop health and protection

Participants reported between **8%-20%** decrease in the use of plant protection products.



#### Improved community engagement

**71%** reported improved relationships with the public from being LEAF Marque certified.



#### Improved management practices

**69%** said that the process of LEAF Marque certification had helped them with paperwork around regulations or other accreditation schemes.



# Key highlights from LEAF Open Farm Sunday 2018



Number of events

**362**

Record number of visitors

**293,650**



Total number of visitors since LOFS began

**2.2 million**







# Key highlights from LEAF Open Farm Sunday 2018

47:53

Urban/Rural split of visitors



"This is one of the best days out to learn about farming and the environment. It gives an understanding of how farms work and also some of the modern machinery used."

Farmer

90%

Told us they learned something new

2 in 5

Visitors had never visited a farm before





# Key highlights from LEAF Open Farm Sunday 2018



On social media

**17m**

social reach on the  
10th June alone

**65%**

more Twitter impressions  
than last year

**875k**

LEAF Open Farm Sunday  
Facebook impressions





# Follow up visitor survey

## 4 months on | Measuring the impact

Has it changed the way you think about farming? (2017 85%)

Yes 87%

Has it made you appreciate more the work that farmers do? (2017 91%)

Yes 92%

Do you feel more connected with the farmers who produce our food? (2017 86%)

Yes 86%

Do you now actively look for British produce to buy? (2017 78%)

Yes 78%



# Deliver support

- Assist capital investment
- Research, development & practical application
- Skills & training
- Peer pressure
- Advice – 1:1, group, printed material, web-hub & social media
- ‘How to’ demonstrations



# Where it can go wrong

- Insisting & not creating ownership
- Wrong reasons
- Single issue



# When it goes right

- Change
- Ownership
- Creative & flexibility
- Inspiration
- Innovation
- Improved profitability
- Enhanced environment

# Creating incentives & rewards

- Money wisely spent
- It works!
- Evidence based – science, research & development
- Business management
- Peer pressure
- Personal desire
- Belief & values
- Legislation
- Catastrophe



**'If you want to go fast, go alone.  
If you want to go far, go together.'**

