



LINKING ENVIRONMENT AND FARMING



LEAF for the FUTURE

Our 10-Year Strategy 2021 – 2031

Our **10-Year Strategy 2021 – 2031** is an advancement of our work in developing and promoting more sustainable agriculture through **Integrated Farm Management**. We will support the delivery of Positive Action for **Climate, Nature, Economy and Society** based on our core work and the principles of **Circular Agriculture** as set out in our Vision and Mission.

OUR 10 YEAR STRATEGIC DIRECTION: 2021-2031

For more than three decades LEAF, our farmers and members have been committed to driving change in farming, through the adoption of **Integrated Farm Management**.

We are a leading organisation delivering and promoting **Climate Positive, thriving, resilient and export ready** at an increasingly **global level**. Working with farmers, the food industry, scientists, environmentalists and consumers we are looking at new ways to deliver **productivity** and **prosperity** among our farmers, **enrich** young people and society in a valuable and meaningful way.

This is our next chapter. We have updated **Our Vision** and **Mission**, defined **Our Ambitions** and set out how to meeting our **2031 Targets** for **Health, Diversity** and **Enrichment**.

OUR VISION

A global farming and food system that delivers **Climate Positive** action, builds resilience and supports the **health, diversity** and **enrichment** of our food, farms, the environment and society.

OUR MISSION

To inspire and enable more circular approaches to farming and food systems through **integrated, regenerative** and **vibrant nature-based solutions**, that deliver productivity and prosperity among farmers, enriches the environment and positively engages young people and wider society.

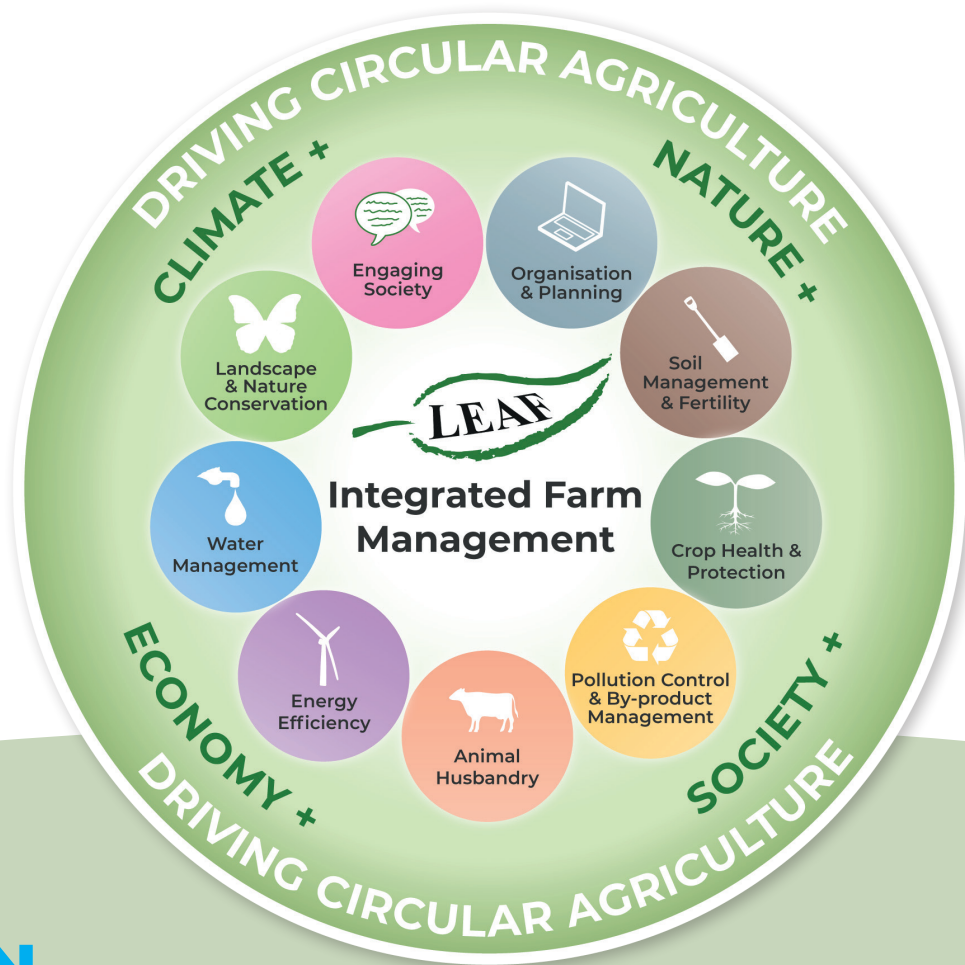
OU 2031

LEAF's ambition is to deliver our world-leading benefits for **Climate Positive, thriving, resilient and export ready** metrics, market competitiveness and of national **Paris Ag**

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ambition is to play a demonstrable part in **transforming farming and food systems**. Building on work since LEAF was established in 1991, this will be through the agro-ecological and regenerative approach of the whole farm, site specific focus of **Integrated Farm Management** to drive **Positive Action** on **Climate, Nature, Economy** and **Society**. Embracing **circular agriculture** with **health, diversity** and **resilience** at the centre of all we do. Through the use of management tools, the harmonisation of digital technology, innovations, data and Artificial Intelligence, training, research, demonstration, knowledge sharing, opportunity, education and engagement, we will support and contribute to the practical delivery of national and global commitments. This will include the **Sustainable Development Goals (SDGs)**, the **Paris Agreement** and the **Post-2020 Biodiversity Framework**.

OUR THEMES, WORKSTREAMS & COMMITMENTS

Building on LEAF's core capabilities and strengths we will continue to drive collective action with shared ambition among our members, industry partners, young people, wider society and key stakeholders.

We will deliver against our **8 commitments**, through **3 key workstreams** (Knowledge Generation & Exchange, Market Opportunity and Education & Engaging Society) and **3 cross-cutting themes** (Health, Diversity and Enrichment).



DELIVERING CLIMATE POSITIVE SOLUTIONS

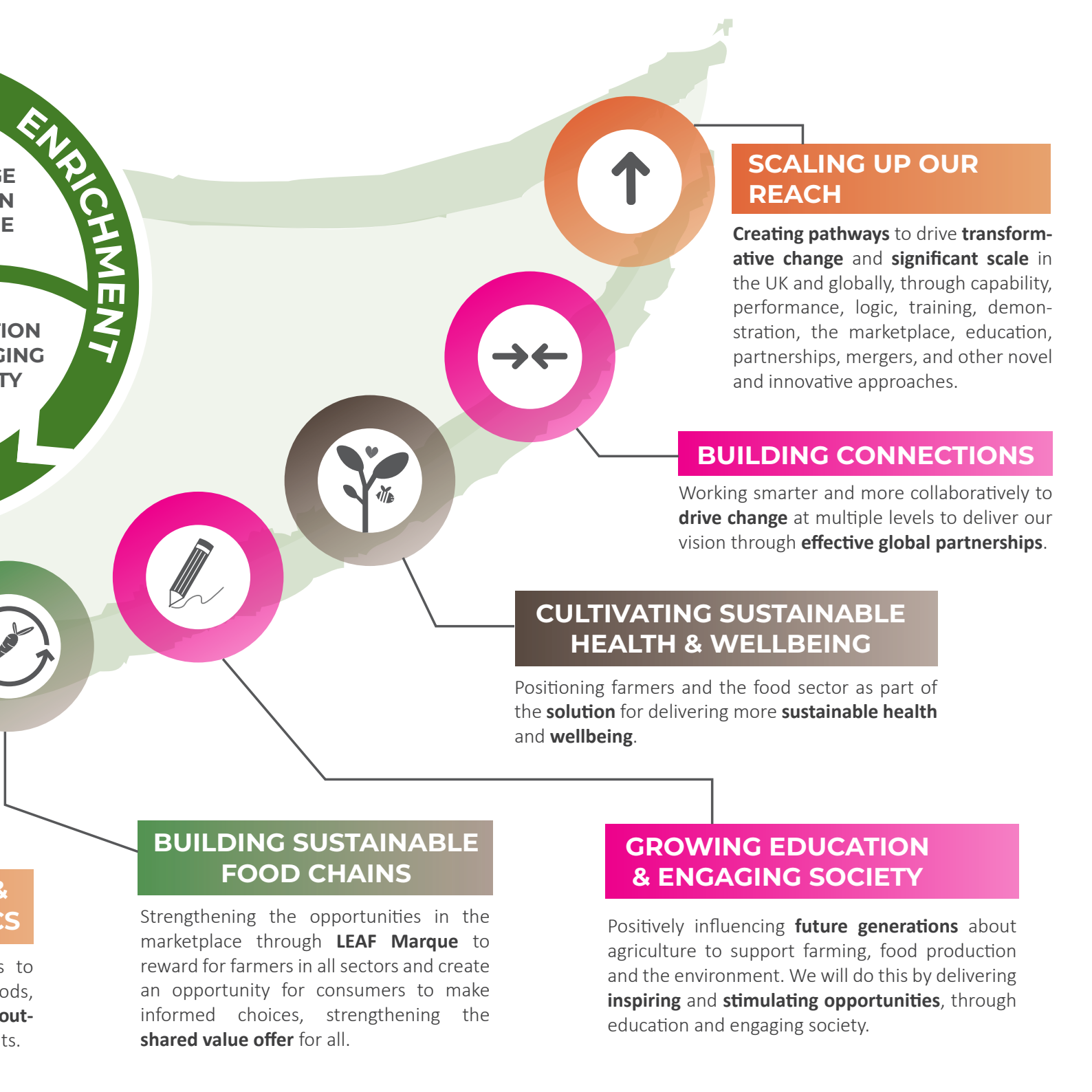
Developing and disseminating **Integrated Farm Management**, advancing whole farm systems to embrace **regenerative** and **agro-ecological, nature-based solutions** that deliver **Circular Agriculture**.

CREATING BEACONS OF EXCELLENCE

Strengthening our LEAF Network of LEAF Demonstration Farms and LEAF Innovation Centres, creating a platform that supports **Beacons of Excellence** in farming. These will include: **Circular Agriculture** Farms, **Net Zero Carbon** Farms, **Zero Plastic Waste** Farms, and those focusing on issues including energy efficiency, antimicrobial resistance and biosecurity.

MEASURING IMPACT & HARMONISING METRICS

Building on science and innovations to identify practices, monitoring methods, technology and partnerships to build **resilience** and **impact-based** measurement.



SCALING UP OUR REACH

Creating pathways to drive **transformative change** and **significant scale** in the UK and globally, through capability, performance, logic, training, demonstration, the marketplace, education, partnerships, mergers, and other novel and innovative approaches.

BUILDING CONNECTIONS

Working smarter and more collaboratively to **drive change** at multiple levels to deliver our vision through **effective global partnerships**.

CULTIVATING SUSTAINABLE HEALTH & WELLBEING

Positioning farmers and the food sector as part of the **solution** for delivering more **sustainable health** and **wellbeing**.

BUILDING SUSTAINABLE FOOD CHAINS

Strengthening the opportunities in the marketplace through **LEAF Marque** to reward for farmers in all sectors and create an opportunity for consumers to make informed choices, strengthening the **shared value offer** for all.

GROWING EDUCATION & ENGAGING SOCIETY

Positively influencing **future generations** about agriculture to support farming, food production and the environment. We will do this by delivering **inspiring** and **stimulating opportunities**, through education and engaging society.



LINKING ENVIRONMENT AND FARMING



LEAF (Linking Environment And Farming) - transforming farming and food systems

LEAF is the leading organisation delivering and promoting Climate Positive, thriving, resilient and exemplar agro-ecological farming at an increasingly global level. Working with farmers, the food industry, scientists, environmentalists, teachers, young people and consumers, we are looking at new ways to deliver productivity and prosperity among our farmers, enrich the environment and engage young people and society in a valuable and meaningful way.

You can support our work and get involved
in our activities by joining LEAF at
www.leafuk.org

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