



# Integrated Farm Management : delivering sustainability

**Robert Kynaston**



# LEAF

## *Linking Environment And Farming*



*Leading the field in sustainable agriculture*







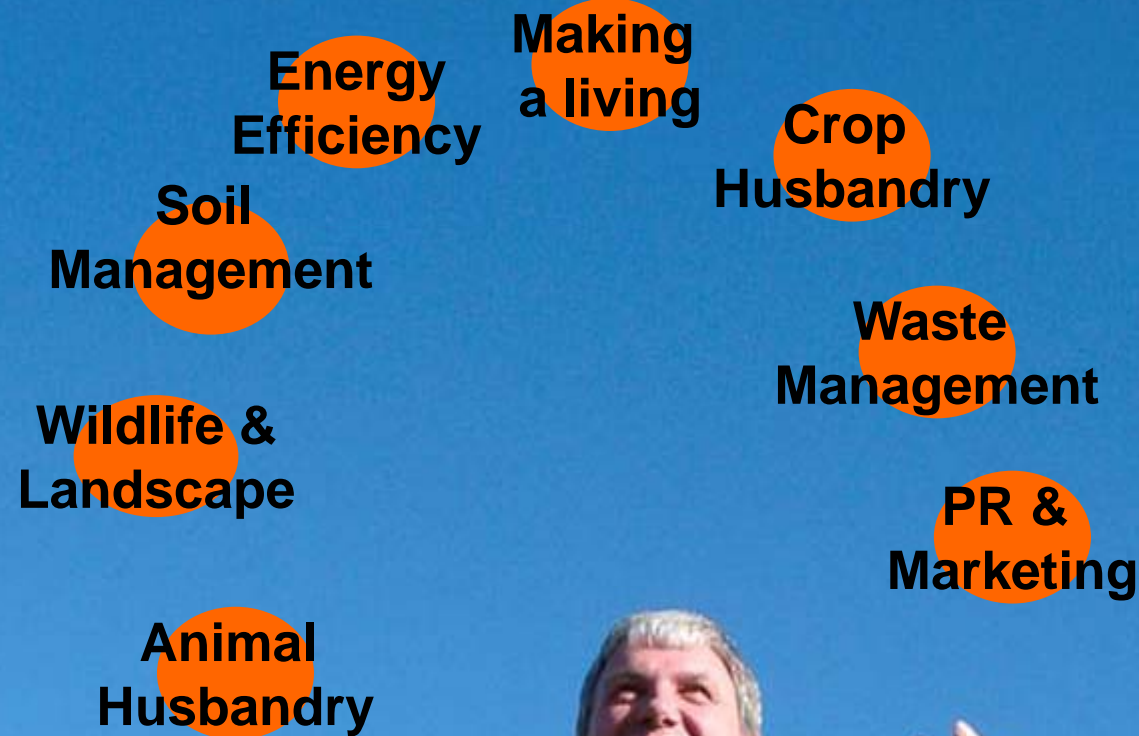
# SUSTAINABLE FARMING

- Short term: Stay in business (Economic sustainability)
- Medium term: Reduce the use of Natural Resources. Halt Climate Change!
- Long term: Stop the decline of Biodiversity





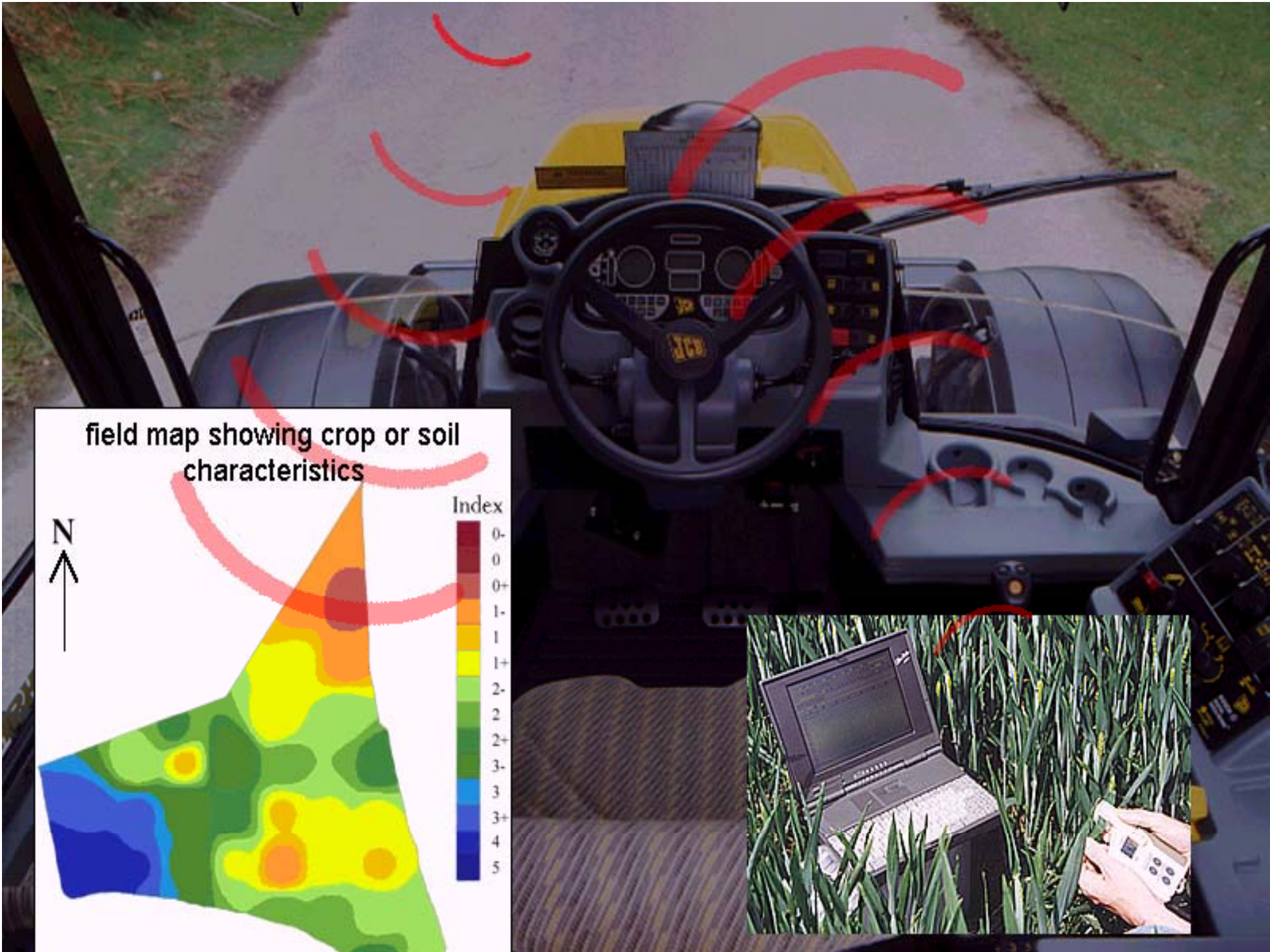
# INTEGRATED FARM MANAGEMENT - a balanced approach



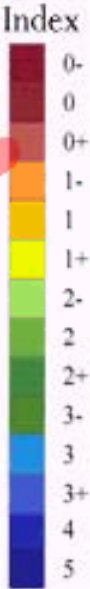








field map showing crop or soil characteristics





## LEAF Demonstration Farm Network and LEAF Innovations Centres

It is only by bringing people onto the farm that they will come -

*'to understand how their food is produced and the steps most farmers are taking to address their concerns in a practical and realistic way.'*

*'We have a good story and one which we must tell.'*

10% of the farmed land area in the UK represented by LEAF members











## Open Farm Sunday 2009

- 425 Events
- 6000 helpers
- 150,000 visitors





# The New Consumer

*“More choice .....*



*and more eating venues!”*





“The LEAF Marque lets our customers know that they can eat our fruit with confidence and satisfaction that it comes from a farm which cares about its environmental practices, its people and the countryside it is part of.”

Marion Regan, Managing Director of  
Hugh Lowe Farms



[www.leafmarque.com](http://www.leafmarque.com)





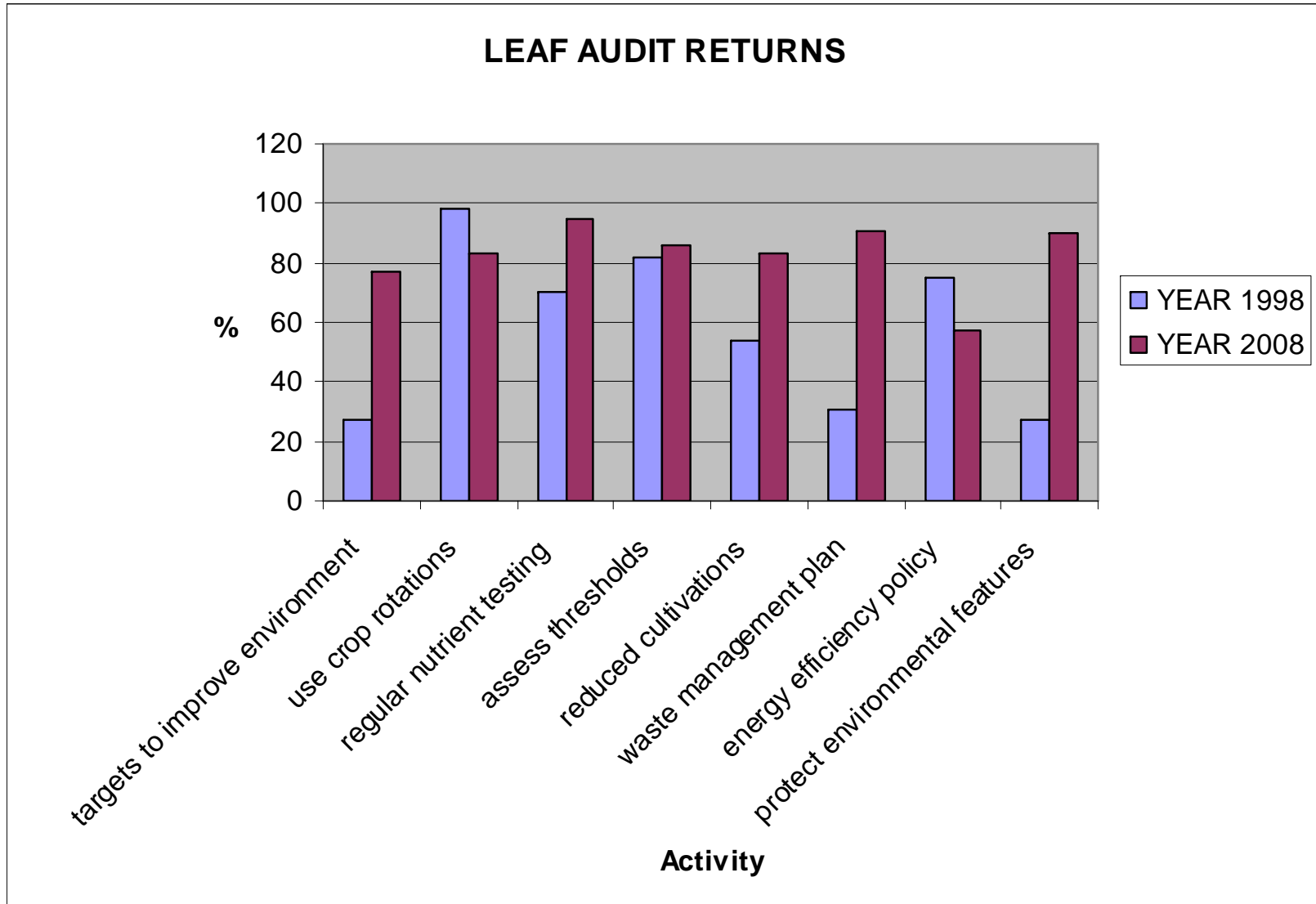
# A Dynamic Process

An illustration of the dynamic year-on-year progress of an integrated farming approach, using improvement opportunities identified by the appraisal and auditing of annual performance.

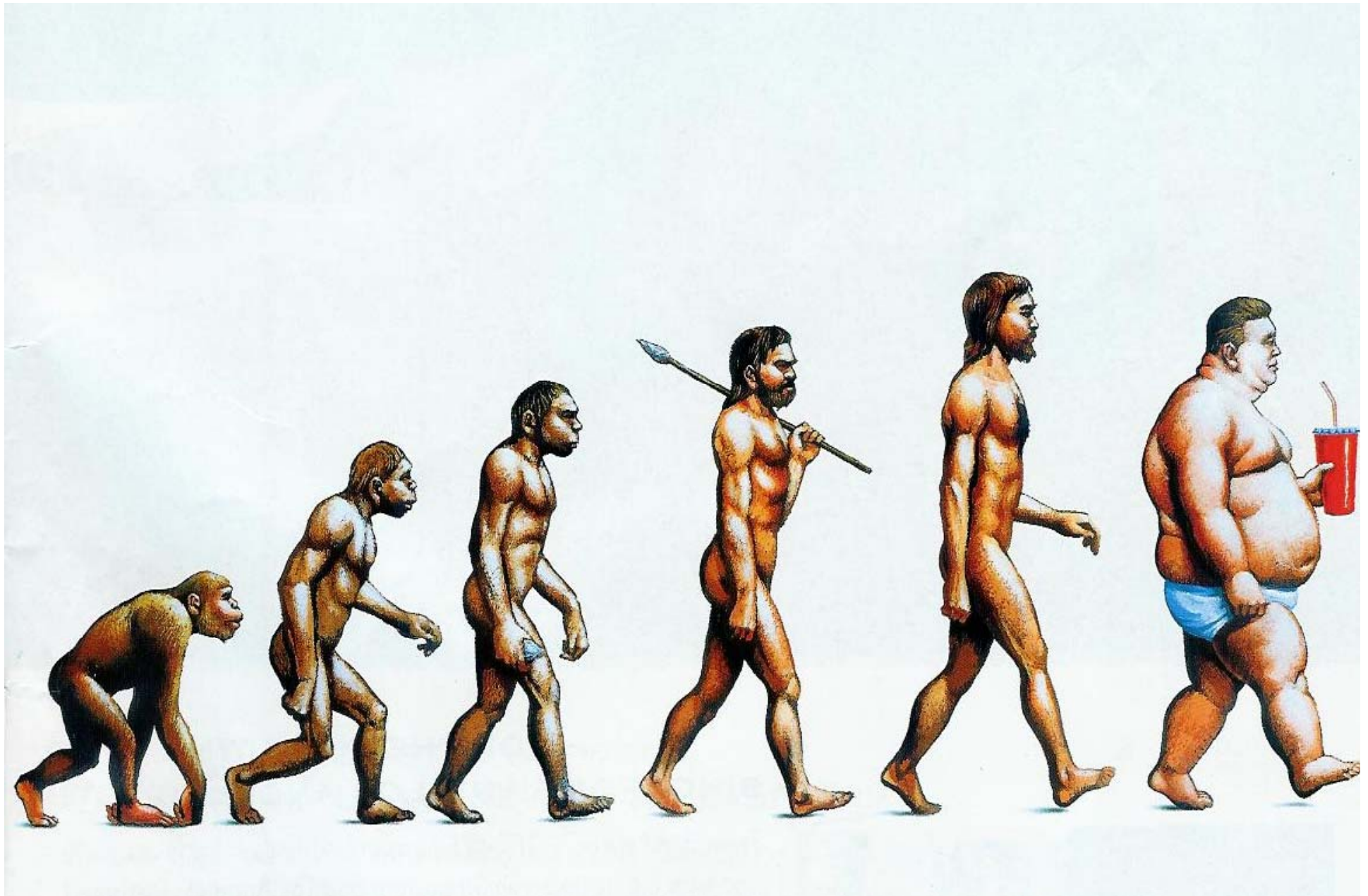




# DEMONSTRATING CHANGE OVER TIME







Source: "The Economist"



# Linking Environment And Farming

- Demonstration Farms show what needs to be done and what can be done to
- Other farmers
- Politicians
- Consumers







# *Thank you*



***Robert Kynaston***  
***www.leafuk.org***



*Leading the field in sustainable agriculture*

