



Registered Company No: 02673194

Charity No: 1018643

SUSTAIN: THE ALLIANCE FOR BETTER FOOD AND FARMING

(A company limited by guarantee)

TRUSTEES' REPORT AND FINANCIAL STATEMENTS

For the year ended 31 March 2011

SUSTAIN: THE ALLIANCE FOR BETTER FOOD AND FARMING

(A company limited by guarantee)

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Legal and Administrative Information

For the year ended 31 March 2011

Trustees

David Barling
Myles Bremner
Helen Crawley (resigned 14/12/10)
Anne Dolamore, Chair
Vicki Hird
Emma Hockridge (re-elected 14/12/10)
Rachael Jolley (elected 14/12/10)
Anthony Kleanthous
Iain Loe
Philip Lymbery, Treasurer (re-elected 14/12/10)
Tom MacMillan
Patrick Mulvany
Dr. Annette Pinner (resigned 14/12/10)
Dr. Mike Rayner (re-elected 14/12/10)
Patti Rundall, OBE
Jenny Sansom (elected 14/12/10)
Bill Vorley

Company registered number

02673194

Charity registered number

1018643

Registered office

94 White Lion Street, London, N1 9PF, UK

Auditors

Goldwins, 75 Maygrove Road, West Hampstead, London NW6 2EG

Bankers

The Co-operative Bank, PO Box 101, 1 Balloon Street, Manchester, M60 4EP

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Trustees' Report: How we work, and what we do For the year ended 31 March 2011

The Council of Trustees (who are the Directors of the Charity for company law purposes) present their report and the audited financial accounts for the year ended 31 March 2011. The Trustees confirm that the annual report and financial statements comply with current statutory requirements, the requirements of the Charity's governing document and the provisions of the Statement of Recommended Practice (SORP) 'Accounting and Reporting by Charities' issued in 2005 (revised May 2008).

Constitution

The company, which is limited by guarantee and therefore governed by its Memorandum and Articles of Association, is also a registered charity.

Governance

Sustain represents around 100 national public interest organisations (listed below) working at international, national, regional and local level. It advocates food and agriculture policies and practices that enhance the health and welfare of people and animals, improve the working and living environment, promote equity and enrich society and culture.

Sustain is governed by its membership, which is open to national organisations which do not distribute profits to private shareholders and thus operate in the public interest. Members must be wholly or partly interested in food or farming issues and support the general aims and work of the alliance. Sustain's membership usually meets once a year in general session at the Annual General Meeting, and members also attend a range of specialist policy and project working party meetings (see *Review of the Year* below), which are chaired by a Sustain Council member.

The Council members are elected by the membership (and a third of the Council must stand down each year) to form a governing body of 15 Trustees. All Trustees declare any relevant financial interests when they are elected, and at the beginning of each quarterly meeting, and these interests are publicly available. The Council of Trustees meets quarterly to guide the work of the alliance, subject to approval by the members. As the Trustees are drawn from Sustain's membership, all of whom are third sector organisations, they are already familiar with the structure of and governance in this sector. Induction and training is therefore informal.

At the 2010 AGM two Trustees stood down, two new members were elected, and three existing Trustees were re-elected.

Strategic review

Each year Sustain's staff and Trustees meet for a full-day review of our aims and activities, to assess the extent to which changes need to be made and agree appropriate action. This year we explored the implications for Sustain's work of the newly elected Coalition Government's programme, concluding that it presented a number of new challenges as well as opportunities, alongside a difficult economic situation.

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Membership

Academy of Culinary Arts Chefs Adopt a School Trust
Association of Public Analysts
Association of School Health Education Co-ordinators
Baby Milk Action
Bio-Dynamic Agricultural Association
British Association for the Study of Community Dentistry
British Dental Health Foundation
British Dietetic Association
British Heart Foundation Health Promotion Research Grp.
Campaign for Real Ale (CAMRA)
Campaign to Protect Rural England
Caroline Walker Trust
Centre for Food Policy, City University
Child Poverty Action Group
Common Ground
Commonwork Land Trust
Community Composting Network
Community Nutrition Group
Compassion in World Farming
Consensus Action on Salt and Health
Diabetes UK
f3 the local food consultants
Faculty of Public Health
Fairfood International
FairTrade Foundation
Family Farmers' Association
FARM
FARMA (National Farmers' Retail and Markets Assoc.)
Federation of City Farms and Community Gardens
Food Commission
Food Matters
Forum for the Future
Freedom Food
Friends of the Earth
Gaia Foundation
Garden Organic (formerly HDRA)
GMB (Britain's General Union)
Good Gardeners Association
Guild of Food Writers
Health Education Trust
HUSH: The UK E.coli Support Group
Hyperactive Children's Support Group
International Institute for Environment & Development
Land Heritage
The Land is Ours
Local Authorities Coordinators of Regulatory Services (LACORS)
McCarrison Society
National Council of Women
National Federation of Women's Institutes
National Oral Health Promotion Group
National Trust
Natural Beekeeping Trust
New Economics Foundation
Northern Ireland Chest, Heart & and Stroke Association
Oral Health Promotion Research Group
Organic Centre Wales
Organic Research Centre (Elm Farm)
Organic Trade Board
Permaculture Association
Pesticides Action Network - UK
Practical Action (Formerly ITDG)
Royal Society for the Prevention of Cruelty to Animals (RSPCA)
Royal Society for the Protection of Birds (RSPB)
Scottish Crofting Federation
Share the World's Resources
Slow Food, UK
Soil Association
Trading Standards Institute
UNISON
UNITE - Agricultural Workers Group
Vegetarian Society
Wholesome Food Association
World-Wide Opportunities on Organic Farms
Women's Environmental Network
World Cancer Research Fund

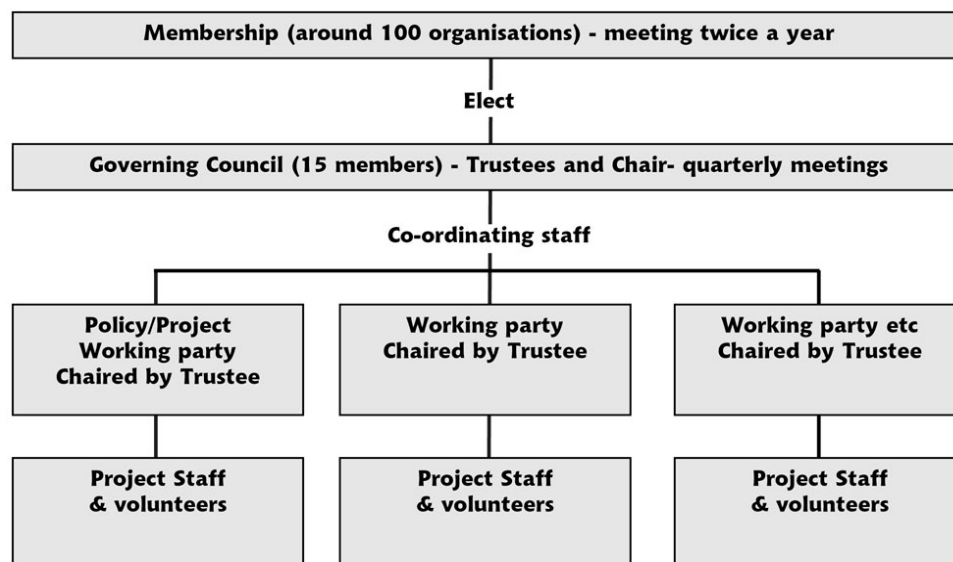
OBSERVERS
Agricultural Christian Fellowship
Allergy Alliance
Chartered Institute of Environmental Health
Consumer Focus
Consumer Focus Scotland
Consumer Focus Wales
Food Ethics Council
Food Foundation
Linking Environment and Farming (LEAF)
National Heart Forum
Natural England
Royal Society for Public Health
UK Food Group
UK Public Health Association
Which?
Wildlife and Countryside Link
WWF - UK

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Organisational structure

Developments with all of Sustain's work are reported to quarterly Council meetings – and to our membership. The diagram above is a schematic representation of Sustain's structure and does not indicate actual numbers of policy/project working parties or staff.



Administration and communications

Sustain is very pleased to continue to retain the services of two excellent specialists, Gavin Dupee and Quoc-anh Tran who, respectively, provide high quality Information Technology and design, and finance and administrative services. During the year they were assisted by Clare Hill (maternity leave for Becky Joynt) and Nihad Alfulaj, respectively.

Sustain would like to thank the following funders for their financial support for our work, and for the work of the UK Food Group:

Big Lottery Fund - Changing Spaces and Wellbeing programmes
Big Lottery Local Food Fund (various)
British Heart Foundation
Co-operative Group
Covent Garden Market Authority
Esmée Fairbairn Foundation
European Commission (via Germanwatch, Rural Payments Agency and Terra Nuova)
Fairtrade Foundation
Greater London Authority (various)
Grundtvig UK National Agency
Islington Council
London Health Commission
London Sustainability Exchange
Organix Foundation
Plunkett Foundation
Polden-Puckham Charitable Foundation
Rowan Charitable Trust
Sheepdrove Trust
Sustainable Restaurants Association
Waterloo Foundation

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Communications

This year Gavin launched the new version of the Real Bread website and Real Bread Finder which continues to receive high levels of traffic. The improved automated data administration systems allow the growing volume of information on the finder to be managed with ease. A new Local Food Finder will be launched in summer 2011 and we hope that the technology leap will allow this to become as successful as the Real Bread Finder.

Capital Growth is now serviced by a fully automated administrative system, with site users managing applications to the various schemes and competitions from a central user administrative hub. This links directly into the back-office systems and controls the information on the public Space Finder automatically. These systems make it possible to administer the thousand plus growing spaces.

Additionally Gavin also developed CityHarvest.org.uk to promote urban agriculture, a Jellied Eel website to promote this increasingly popular magazine, and a Capital Bee website for this new project (see below). He continues to produce a number of print publications, notably Real Bread's "Knead to Know", and a new edition of the Food Miles Report, originally published in 1994.

Our search for new office space, which began last year, turned full circle in the summer. In the end, we refurbished our existing office space and, thanks to Gavin Dupee, upgraded our telecommunications and computer systems. Staying at White Lion Street was both better value for money and less disruptive to Sustain's work, which is described in detail below.

Volunteers

Sustain is delighted to be able to recruit high quality volunteers to undertake a range of worthwhile tasks in all areas of work. Not only does Sustain get excellent value from its volunteers, but they continue to be able to use the experience they gain at Sustain to go on to obtain good jobs or pursue their research.

Review of the Year and Future Prospects

A new government, and the continuing financial problems in the economy mean that sustainable food and farming issues were not at the forefront of most people's minds this year. Despite this, food issues still attract public attention and Sustain's high quality staff team always grasps opportunities to promote our projects and campaigns and, thereby, make progress towards better food and farming. We are once again delighted to welcome new staff, as well as retain existing expertise (named under their respective headings below). In particular, early in the year we welcomed the return of Charlie Powell as Campaigns Director (to replace the departing Richard Watts). Charlie had previously run the Children's Food Campaign at Sustain in two separate and successful periods.

Capital Growth

Capital Growth is the campaign to create 2012 new community food growing spaces in London by the end of 2012, inspired by London's hosting of the 2012 Olympic and Paralympic Games. It is funded from the Big Lottery's Local Food programme with match funding from the Greater London Authority and the Capital Growth team comprises Eloise Dey, Ida Fabrizio, Paola Guzman, Seb Mayfield, Amy Solomons and Sarah Williams. During the year we bid farewell to Anna Terzi who is now exploring sustainable food and farming systems in Japan.

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Supporting projects with funding

Two small grants rounds were managed by Capital Growth during the winter of 2010/11 to provide funding for new growing projects. The first round was launched in October 2010 with the second in January 2011, and £100,000 was distributed to nearly 250 projects, such as:

- 'Friendly Food', where Brockley Tenants Co-op in Lewisham will be turning a derelict piece of land on their street in to a community food-growing space.
- The Future Laboratory, a company in Tower Hamlets which is creating a vertical food-growing structure. The produce will be grown by around 30 staff and used for lunch in the staff kitchen.

Other support for projects

As well as providing funding, Capital Growth offers discounts on materials and helps projects to find free or discounted equipment and services. This includes seeds, soil testing, tools and insurance which continue to be promoted via a monthly newsletter that is sent out to all registered food growing spaces.

We also provide training, with the first year of training at The Regent's Park allotment site proving to be a great success with 170 people learning about container growing, composting and growing soft fruits. This training site has been supported by a team of 16 volunteers whose efforts were rewarded during the September 2010 Harvest Festival when over 500 visitors sampled the produce grown on the site. Because of this success the training programme has expanded this year, with more workshops being held at The Regent's Park in north London in 2011. Partnerships have also been formed with Growing Communities in East London, London Wildlife Trust in South London, and Hammersmith Community Garden Association in West London to offer Capital Growth training to more people across London.

Twenty site support volunteers, co-ordinated by an intern, continue to visit newly registered growing spaces to offer support. They report back on each space they visit via an online database which allows us to assess the status of projects. Volunteers are encouraged to build a relationship with the growing spaces to monitor their progress, with one being offered a part-time job. A new section of the website, launched in May 2010, shows a map of all supported spaces. This not only provides a striking image of the project's success, but also enables people to search for their local space and offer assistance, which has been vital in helping the growing spaces groups to find volunteers.

Promotion

As well as promoting the project through the website, newsletters, leaflets and social media, a Capital Growth showcase event was held in June 2010 at City Hall. Addressed by the Mayor of London, Boris Johnson, the event launched the Capital Growth Edible Estates competition (see below).

In July 2010, the Capital Growth team ran a networking event at the Golden Lane estate food-growing site, attended by 70 people, and another similar networking session was held in March 2011 in Islington. That same month a workshop focusing on youth enterprise and food growing was held.

To date 18 boroughs support Capital Growth, collectively committing to 975 spaces, and the series of events during the year resulted in commitments from 10 housing associations, including Peabody, L&Q and the Metropolitan Housing Trust.

The first Capital Growth Edible Gardens Open Day was held in September 2010. Sixteen growing spaces were represented on the day, with each receiving a banner, flyers and a small financial contribution towards refreshments. The event was covered in Time Out magazine and sparked the largest number of visitors to the website since its launch. A second Open Day is planned for September 2011 and promises to be even bigger and better.

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Competitions

The Capital Growth Schools competition, open to all primary schools in London, was completed in July 2010. Sixty schools entered one of three categories and the prizes were awarded at a special event at one of the winning schools. A second education competition (launched in Spring 2011 and due to close in June) is open to nurseries, primary schools, secondary schools and colleges and universities.

The Edible Estates competition was organised during 2010 to attract interest from social housing residents and landlords. Forty community food-growing projects participated and the competition culminated in a conference where awards were presented. A follow up event, in March 2011, was held at the Walpole Estate in Greenwich and at this Edible Estates Get Together attendees were taken on an inspiring tour of nearby estate growing projects.

Monitoring

As noted above, a comprehensive database has been set up to track and monitor all of the community food growing spaces, and the data it generates will be used alongside other qualitative and quantitative research to assess the impact of Capital Growth. An external evaluator has been hired and will be reporting back to the team throughout the remainder of the project. By the end we will have a clear picture of the extent to which we have met our targets for setting up spaces, involving people, influencing policy and providing training. The evaluation should also show the effectiveness of different types of support for those setting up and running food-growing spaces as well as report on people's views on the impact of food growing in their own lives.

Capital Bee

In the autumn, the Greater London Authority agreed to fund a new aspect of the Capital Growth project: Capital Bee. Part-time project officer, Pamela Brunton, energetically began the project by launching a competition, the winners of which will get training, start-up equipment and beehives to establish 50 new community apiaries by Spring 2012. She also ran a very successful London Bee Summit in December, addressed by environment minister Lord Henley, among others, and attended by more than 160 people (with more on a waiting list.)

In the winter Pamela accepted the offer to become head chef at the eco-hotel, The Argyll, on the island of Iona. Her replacement, Mikey Tomkins, is an experienced bee-keeper who is now proving invaluable in helping the 49 trainee bee-keepers get ready for the arrival of their hives. Funding for the 50th place has allowed us to help ten more new community apiaries/Capital Growth spaces.

Activity is now turning to publicity and we have been very fortunate in obtaining *pro bono* help from advertising company, Saatchi & Saatchi, to design an ad campaign that is planned to feature on the London Underground during June 2011.

Children's Food Campaign

Campaign staff, Christine Haigh and Jackie Schneider, have had another busy and successful year, thanks to funding from the British Heart Foundation.

Food marketing

We campaigned hard last year to challenge Kellogg's bus stop advertisements which asked children if they had "Ever thought of Coco Pops after school?" In April 2010 we were disappointed, but unsurprised, when the Advertising Standards Authority (ASA) failed to uphold our complaint that these ads breached its advertising code. However, we continued to argue that the adverts undermined key messages in the government's anti-obesity Change4Life campaign, of which Kellogg's is a partner.

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Media coverage of the ASA decision provided considerable publicity for the campaign, with articles in the Guardian and Daily Mail, and Jackie interviewed on BBC Radio 4's Today Programme.

In August, Kellogg's announced that it would be reducing the amount of sugar in its Coco Pops products and launching a new children's cereal which would pass Ofcom's nutrient profiling test, allowing it to be advertised on children's television. Although we would like to see Kellogg's go further, the announcement represented a victory for the campaign.

Scrutinising public health policy

Since the election of the Coalition Government in May 2010, we have been monitoring developments in public health policy and responding accordingly.

In July, following speeches by Health Secretary Andrew Lansley - in which he made clear his lack of support for the nutritional standards for school meals and for new regulation to protect children from unhealthy food marketing - we coordinated a joint letter signed by 30 organisations challenging these positions. The letter received media coverage and led to a personal response from both the minister and his special adviser.

When it was announced that the food industry would not be subjected to any further regulation in return for contributing to the Change4Life campaign, we launched a spoof action on our website which enabled members of the public to design their own Change4Life corporate sponsorship messages. The action attracted considerable attention, topping Marketing Magazine's "most clicked on" stories list and securing a major article in their print publication. Our supporters voted on a shortlist of the best slogans, with the favourite being "Big Portions, Big Profits, Big Society", which we had made up as a poster for a photo stunt outside the Department of Health.

In October, we exposed how Nestlé, one of the food companies involved in the Change4Life campaign, was breaching the campaign guidelines by using the Change4Life logo on a promotion for sweets, chocolate and sugary cereals. In fact, 24 of the 27 products included in Nestlé's "Get set, go free" promotion would have got a red light (indicating high levels) for sugar under the traffic light labelling scheme developed by the Food Standards Agency and used by companies such as Asda and Sainsbury's (but not Nestlé). The story was widely covered, including by the BBC, the Daily Mail, the Telegraph and the Independent.

In addition, we have been critical of the Public Health Responsibility Deals, in which junk food companies, including McDonalds and PepsiCo, are involved in developing public health policy. Our analysis received considerable media interest, including quotes and commentaries in the Daily Mail, Guardian, Daily Telegraph and Observer newspapers and inclusion in a discussion broadcast by the Radio 4 "You and Yours" programme.

Good school food

Spurred on by both Andrew Lansley's comments that the Jamie Oliver school food revolution had "failed" and by fears of potential cuts to local authority spending, the Children's Food Campaign joined with the Soil Association, Food for Life Partnership, Merton Parents for Better Food in Schools, Mumsnet, Netmums, School Food Matters and Unison to launch a petition calling for investment in school meals to be maintained. The petition was handed over to a member staff for the Minister for Children and Families, Sarah Teather, at the Department for Education.

Free school meals

Despite our participation in a coalition campaign coordinated by the Child Poverty Action Group (CPAG) for universal free school meals, in early June the new government announced that it was

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dropping plans to extend free school meal eligibility to primary school children from low income working families. At the same time, it was announced that universal free school meal pilot projects that were due to start in September in five local authorities would also be scrapped. We responded by condemning the cuts, coordinating a joint letter to Education Secretary Michael Gove, and setting up an urgent email action on our website encouraging supporters to write to Mr Gove. We received a personal response to the letter which, although maintaining the government's position that the plans were too expensive to implement due to an underestimation of the costs involved, left open the possibility of further dialogue.

In the coming year we will be working with a group of children's welfare organisations, including Barnardos, Citizen's Advice, Family Action, Save the Children, and The Children's Society, to influence the Department for Education's plans for free school meal eligibility under the new Universal Credit welfare system. We have already met officials and written to Sarah Teather to outline our proposals to ensure that the children who most need free meals will remain entitled to them.

Food education

In the run up to the general election, our online action resulted in over 500 emails being sent by supporters to potential Education Secretaries asking them to commit to food-growing for every school. By November we had published *Every school a food-growing school*, a report which we coordinated with key gardening and education charities to emphasise the powerful arguments for every school to teach food-growing. We met officials at Defra to discuss the report, following which the Department commissioned a study of the benefits of food-growing activities in schools, and a Defra-supported taskforce will be set up to encourage progress. The Children's Food Campaign has been thanked by taskforce members for its instrumental role in this development.

In response to the Department for Education's review of the National Curriculum, launched in January 2011, we have been campaigning to retain the current provision of practical cooking lessons for all secondary school pupils. We have run an online action to enable members of the public to respond to the consultation, coordinated major health organisations, including the British Medical Association and Royal Society for Public Health to lobby the government, and arranged a joint letter signed by celebrity chefs such as Jamie Oliver, Ainsley Harriott and Gary Rhodes.

Food labelling

In Spring 2010, we worked closely with the British Heart Foundation to lobby MEPs in the run-up to a plenary vote in the European Parliament on whether traffic light labelling should be made mandatory across the EU. We sent a joint letter to all UK MEPs and national broadsheet newspapers, and also encouraged our supporters to write to their own MEPs through an online action. Unfortunately, following a €1bn lobbying campaign by the food industry, traffic lights were rejected in favour of GDA (guideline daily amount) labels, and a clause allowing countries to have their own national schemes in addition to the EU scheme was deleted. We will continue to follow the progress of this legislation, which must be ratified by the Commission and Council.

In November, we co-ordinated a meeting of food companies and NGOs that use or support the use of traffic light labelling to share plans for using traffic lights and for influencing nutrition labelling legislation. This was well attended by retailers and manufacturers, including representatives from Asda, Sainsbury's, the Co-operative, Boots and McCain, (all of whom use traffic light labelling on food packaging) as well as our more traditional allies such as the National Heart Forum and Which?

Drinking water in parks

In May 2010 we launched the results of our survey of drinking fountain provision in 140 public parks, which found that only 11 per cent of parks had a fountain, and that only two-thirds of these worked.

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The report received considerable media attention, including in the Guardian and Daily Telegraph, and Jackie was interviewed for BBC Radio 4's Today Programme.

Good Food on the Public Plate

As part of the implementation of the London Food Strategy, the Greater London Authority funded this project this year, allowing Rosie Blackburn and Jon Walker to build on the successes of the previous year's work. Unfortunately, funding cuts meant that the project budget was halved, so towards the end of the year Rosie left us to work with a Sustain member organisation, Compassion in World Farming.

Nonetheless, the project's second year saw a significant rise in activity due to the relationships developed by the project officers with people in the public sector responsible for purchasing food, serving food and commissioning catering contracts. The main achievements are outlined below.

- More sustainable food bought: An independent evaluation was commissioned by the Greater London Authority (GLA) and previous funders, the London Development Agency. It reported that Good Food on the Public Plate contributed to over £1.4 million of more sustainable food being bought, with this figure rising to potentially £6 million based on activity to December 2009.
- Enhanced purchasing power for better food: The London Cluster is a collaboration between public sector organisations with in-house catering getting help from the project to use their combined purchasing power to improve the sustainability of the food they buy. This year a collective meat tender worth roughly £2.5 million a year was developed with a number of London Boroughs and the London Universities Caterers Association, and should be awarded in September 2011. The London Cluster has also been working on a similar fruit and vegetable tender.
- Creation of a model food procurement policy: The project worked with organisations that commission catering from external providers, developed a model food policy, advised the GLA on their Sustainable Food Procurement Commitment and advised on tender specification for the following organisations:
 - Transport for London. The subsequent contract with Sodexo and Baxter Storey included sustainable fish, Marine Stewardship Council chain of custody, free range eggs, fair-trade tea and coffee, and organic milk.
 - London Boroughs of Camden and Islington. The subsequent contract with Caterlink led to the boroughs achieving Food for Life* Silver status. As well as improving food quality, the boroughs also reported saving money and reducing the price of meals to parents whose children have school meals.
 - London Borough of Richmond. The subsequent contract with ISS also led to this borough achieving Food for Life Silver status and reduced meal prices to parents. It also stimulated significant investment in the kitchens from ISS.
- Feel Good Food days helped catering outlets to serve less but better meat. With support from the project, 10 organisations hosted these days, with some then incorporating this approach into their business plans. A masterclass was also held for 40 public sector chefs from Chef Patron of Café Spice Namaste, Cyrus Todiwala OBE, alongside inspirational talks from Rosie Boycott, chair of London Food Board, and Dave Morton catering manager at Winchester University.
- The second annual Good Food on the Public Plate awards were held at City Hall in November. The awards are designed both to reward public sector employees and organisations who have taken action on sustainable food, and to inspire their colleagues. Despite significant snowfall

* Food for Life Partnership is a Big Lottery funded project to improve school food, skills and culture. Bronze, Silver and Gold Awards are made to schools meeting certain criteria.

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there were over 100 attendees, and 22 awards were presented to hospitals, local authorities, universities and large employers.

Good Food for Our Money

The Good Food for Our Money campaign, funded by the Esmée Fairbairn Foundation, has built on the success of its first year and is already looking forward to further developing the campaign in the coming year. The project aims to achieve mandatory health and sustainability rules for public sector food in, for example, schools, hospitals and care homes.

Public Bodies (Sustainable Food) Bill

At the beginning of this year we targeted MPs that were drawn from the Private Members' Bill Ballot in Parliament, which allows MPs the opportunity to introduce a Bill of their choice. We distributed a campaign pack to each MP drawn that included a draft Bill, a letter of support for the campaign signed by 25 health, environmental, ethical and industry organisations and a copy of the campaign's report '*You Fund It, Government Buys It and We All Pay*'. This was co-authored by a number of experts and set out why we urgently need legislation to introduce legal standards for food served in all public institutions.

We were delighted that Joan Walley, Labour MP for Stoke on Trent North, who was drawn ninth in the ballot, decided to take forward the Public Bodies (Sustainable Food) Bill which, if passed, would introduce the changes that the campaign seeks to achieve.

The Bill was allocated its second reading on 12th November 2010 and to pass this stage of its parliamentary journey we needed to build as much support for the Bill as possible. We also needed to build support for the Sustainable Livestock Bill that was due to be given its second reading directly before Joan's Bill. The only way to ensure that Joan's Bill received its second reading was to 'move on' the Sustainable Livestock Bill to the next stage of its parliamentary journey by getting 100 MPs to sign a 'Motion of Closure'. We were fortunate that the Sustainable Livestock Bill was supported by Friends of the Earth.

We increased support from well-known organisations for Joan's Bill and the campaign (including from the National Federation of Women's Institutes and Unite the Union), by:

- introducing an Early Day Motion to Parliament in support of Joan Walley's Bill,
- meeting with government Ministers to try and win government support for the Bill,
- organising media coverage (including a BBC Radio 4 Food Programme on-air debate dedicated to Joan's Bill, featuring Sustain's Policy Director, Kath Dalmeny, Tony Cooke from Sodexo and Joan herself),
- winning the support of celebrity Levi Roots,
- drafting a very strong Bill, with support from campaign supporters, Zac Goldsmith MP and the parliamentary bill office, and
- helping Consensus Action on Salt and Health (CASH) to carry out an excellent piece of research showing that food served to children in hospital is often unhealthy because it does not have to meet the legal nutritional standards that are in place for school food.

This piece of research was a powerful demonstration of why legal food standards are needed in all public sector institutions and achieved significant media interest, including in *The Sun*, the *Daily Mail* and the *Daily Telegraph*.

We also organised a party in Westminster the night before the second reading to encourage MPs to stay in Parliament. The party was hosted by Joan Walley MP and Rob Flello MP (who introduced the Sustainable Livestock Bill) and featured speeches from celebrities Hugh Fearnley-Whittingstall and

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Levi Roots. The band MP4, comprised of MPs both past and present, also provided musical entertainment.

On the day, we succeeded in getting 62 MPs to attend in support of the Sustainable Livestock Bill – unfortunately short of the number of MPs that was required. As a result, both Bills ‘fell’. However, we were delighted that Joan’s Bill generated (and continues to generate) huge support for the campaign. We are also certain that it helped to persuade government to pursue plans to introduce ‘Government Buying Standards’ for food served in parts of the public sector.

Government Buying Standards (GBS)

In December 2010, the Department for Environment, Food and Rural Affairs (Defra) published a consultation document setting out its plans to introduce compulsory nutritional, environmental and ethical standards for food bought by central government. This affects all public institutions directly controlled by Whitehall, including all government departments, and parts of the armed forces and prisons; around a third of food bought by the public sector in total. While a step in the right direction, we believe that GBS are not strong enough and should be extended to all public sector institutions.

Since the publication of these draft standards we have campaigned vigorously to improve GBS and extend them to all parts of the public sector. This has included a lively campaign to change the seafood criteria in GBS which involved:

- setting up two ‘online actions’ so that people could email Defra Food Minister Jim Paice, MP and Defra officials (these two actions were taken by more than 2,000 people!);
- organising a post-card campaign in Ely City so that Jim Paice’s constituents could tell him to make the change we wanted;
- sending cheques for 83p (written from personal cheque books by Sustain staff) to the Prime Minister and every member of Cabinet because this is how much Defra calculates our desired change to the seafood standards in GBS would cost per year for each person eating food in central government;
- a petition to the Prime Minister delivered to No.10;
- getting media coverage for our “*Larry, the No.10 cat, gets better seafood that we do*” story in the Daily Mail, and meeting Jim Paice MP armed with packs of Whiskas cat food!

We were given tremendous support for this campaign from a range of organisations expert in marine issues and, importantly, Hugh Fearnley-Whittingstall and his Fish Fight campaign. We understand that government is looking “positively” at our seafood proposals and we eagerly wait further news. If we achieve this important change to GBS then it will result in £6.4 million of taxpayers’ money being spent on sustainable fish rather than fish from endangered stocks or at risk of becoming endangered.

In addition to the seafood campaign, we submitted a detailed consultation response to Defra in co-ordination with our campaign supporters and helped to support an Early Day Motion introduced by Joan Walley MP which called for the extension of GBS to all parts of the public sector. We are pleased that the National Farmers Union has given its support for this EDM and that this is mentioned in the text of the EDM. Zac Goldsmith, Conservative MP for Richmond Park and North Kingston, has also continued to be a tireless and committed supporter of the campaign, demonstrating cross-party support, and giving us much needed support in our efforts to change Defra’s GBS proposals.

London Food Link

London Food Link has been running for eight years, bringing together a growing and diverse range of individuals and groups working towards healthy and sustainable food in the capital. Network Director, Ben Reynolds, continues to work with network administrator Georgie Knight on a series of very popular London Food Link network events. This year three were held, at Lumen Cafe, Nice Green Cafe at Cecil

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Sharp House (both LFL members) and Dalston FARM:shop. Each event attracted a lively and varied crowd including restaurateurs, food growers, inventors, caterers and cafés, and we used member catering and supplies where possible. Four working party meetings were also held, focusing on: A Review of Community Food Training Programmes, New Implementation Plan for the Mayor of London's Food Strategy, Sustainable Fish City, and The Dissolution of the Primary Care Trusts and what this could mean for Community Food Projects.

A membership drive with a Christmas prize draw and over a dozen prizes donated from LFL members encouraged some new people to join, bringing the membership total to over 250. The Jellied Eel magazine continued to inform Londoners on where, what and how they can eat more ethically in the capital. By spring 2011, the Jellied Eel's quarterly print run of 20,000 was being distributed via more than 100 stockists in London, including over 14 Co-op stores. As well as covering local producers, projects, shops and caterers which have a sustainable food angle, the magazine has looked at school dinners in London, the sustainability of food companies used by the Royal family and whether 'detox' programmes are ethical.

Ethical Eats

Working closely with project partners, the Sustainable Restaurant Association (SRA), this Beacon project for the Big Lottery's Local Food fund continues to advise London's caterers on ways to make their businesses more sustainable, helping them to use more local and sustainable ingredients, conserve energy and water and reduce waste. Project officer, Kirsty Balmer, returned to her native Australia after seven successful months and was replaced by Emily Crawley, who is working alongside project stalwart Charlotte Jarman.

Events for caterers

Over the past year, Ethical Eats has run or participated in a wide range of events for chefs, caterers and restaurateurs, including the following:

- 'Simple Systems to Save', a workshop on energy and water efficiency, held in June 2010 at The Zetter Hotel in Clerkenwell. The workshop featured presentations from Mark Sainsbury, owner of the Zetter and director of the SRA, and Clive Streatfield of Carbon Descent.
- A 'Sustainable Food Masterclass' at Café Spice Namaste, also in June 2010, which was part of a series run by hospitality industry charity Springboard (<http://springboarduk.net/>).
- 'Why waste? Good clean ways to go green and improve the bottom line', another workshop held at Café Spice Namaste, in July 2010. The event was organised with London Remade Solutions (LRS) and the SRA.
- A visit to Longwood Farm near Cambridge in November 2010, where a group of 17 restaurateurs, chefs and others learned about the benefits of organic livestock farming from farmer Matthew Unwin and experts from Compassion in World Farming.
- A workshop on 'Marketing and PR for sustainable restaurants,' to help businesses communicate the great things they're doing to their customers. The event was held in January 2011 and was run by Ethical Eats in partnership with the SRA.
- Good Food on the Public Plate's 'Meat the Challenge' event, held in February 2011 at Westminster Kingsway College, which promoted less and higher welfare meat to public sector caterers.
- 'Everything you ever wanted to know about seafood sustainability... but were afraid to ask', a sell-out workshop at the Billingsgate Seafood Training School in March 2011, run with Good Catch, the Marine Stewardship Council and Sustain's Sustainable Fish City campaign.

Community events

We have also run or been involved with the following community-focussed events:

- The Camden Green Fair and the Castle Climbing Centre Garden Party in June 2010, at which the Ethical Eats team talked to hundreds of consumers about eating out sustainably.

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- 'Meet the Locals: who's growing near you?', an event in July 2010 organised by Ethical Eats with Capital Growth to investigate opportunities for supplying super-local produce between the two networks' members.
- The Ethical Eats Restaurant Ramble, in September 2010, which saw 24 people embark on a four-course gastronomic journey at four SRA member venues through Islington and Clerkenwell, showcasing local and seasonal food and drinks during British Food Fortnight and British Cheese Week.
- A Fairtrade London workshop in November 2010, which gave Fairtrade campaigners insights into working with the hospitality industry.
- Local Action on Food's 'Growing Your Business' training day for community growing spaces, held in March 2011 at Roots & Shoots, Kennington, which had a session for growers and producers on selling to restaurants and caterers.

Expanding our network and supporting our members

Ethical Eats' informal network of businesses continues to attract new members. Our fortnightly e-bulletin is now received by over 850 people (mostly chefs, caterers and restaurateurs), and we also communicate with both catering professionals and ordinary Londoners through Twitter (almost 500 followers) and Facebook (approaching 100 fans).

We continue to provide one-to-one support directly to our members, and through our close partnership with the SRA. Examples over the past year include linking restaurants with community growing spaces with surplus produce to sell, providing information on sustainable sugar, giving advice on how to divert grey water, and putting restaurants in contact with suppliers of organic dairy products.

Services for members that we've been developing this year include a waste audit toolkit for restaurants (in partnership with LRS) and bespoke business support for small catering businesses, particularly social enterprises (in partnership with Greenwich Co-operative Development Agency). We have been building the 'resources for restaurants' section of our website, which now includes advice on energy and waste management, and presentations from our events.

Awards

In 2010, the Ethical Eats team helped to judge the Considerate Hoteliers Association's annual Considerate Hotel of the Year awards. Sustain sponsored the Sustainable Food category which, from a field of excellent candidates, was won by Lasswade Country House and Restaurant, at Llanwrtyd Wells, Powys in Wales. The team was also on the judging panel for the Sustainable City Award, and was delighted when Café Spice Namaste won the overall Leadership in Sustainability award. Jon Walker from our Sustainable Fish City campaign is now working with the awards to develop a Sustainable Fish City Award for 2011.

Future plans

In the coming year we will be working with the SRA and Training for Life on a guide to apprenticeships for restaurants, developing guidance for SRA member restaurants on animal welfare, and working with Capital Growth to connect restaurants with growing spaces over the coming growing season through the Adopt a Plot project. In May, the second Ethical Eats Restaurant Ramble will be taking a gastronomic tour of three outstanding vegetarian restaurants around London. We will also be re-launching the Local Food Finder, which allows restaurants, caterers and other buyers to search online for their closest small-scale, ethical suppliers. Finally, we will be exploring a possible partnership with Green Cook, a European project which focuses on food waste.

Fairtrade London

This year Sustain hosted the Fairtrade London campaign and a new campaign Co-ordinator, Malcolm Clark, has been based in our offices. Sustain also sits on the Fairtrade London Steering Group.

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There are 22 London Boroughs with Fairtrade status, and in the coming year we are expecting more to join them. In the past year we have also welcomed several new Fairtrade schools, and a number of new Fairtrade Universities. The mailing list has increased to over 1500 and the campaign's presence on Twitter (with over 3700 followers) and Facebook has improved. In November, 70 supporters from across London came together at the annual campaign workshops day, and were addressed by Ben Ramsden from Pants to Poverty and Ghanaian cocoa farmer Comfort Kumeah.

In spite of London's snow-chaos, almost twenty people attended a Christmas Fairtrade marketplace held jointly with Co-op Membership Services, at which the Chief Executive of the Ugandan Co-operative Alliance spoke. There was also Fairtrade London stall at the Fair Christmas Fayre, held in Oxford Street.

In December, Fairtrade London launched a campaign to remind the London Organising Committee of the Olympic Games and the contract catering companies of the mandatory catering standards and to encourage them to go further by adopting their aspirational standards. The message was "*Source Fairtrade: make every Olympic catering purchase a winning one*". Over 1000 people signed the open letter and the issues were raised in the London Assembly and in a separate letter by Assembly Member, Darren Johnson, to Seb Coe, Chair of the London Organising Committee for the Olympic Games.

January to March is the busiest time in the Fairtrade calendar, preparing for and carrying out activities during Fairtrade Fortnight (28 February to 13 March). Fairtrade London facilitated local groups to 'show off Fairtrade' - this year's theme. Activities were organised by supporters right across London, and the campaign's own Fairtrade Fortnight event - London's Red Carpet Fairtrade Experience - took place at Whitgift Centre, Croydon, on 12 March. We reached our goal of 100 people having their red carpet Fairtrade Moment, and distributed a wide range of products and promotional information. The London Fairtrade Guide 2011 was launched in time for the Fortnight with new and expanded sections, and 90,000 copies were printed and distributed (72,000 pre-ordered by stores and local groups).

Malcolm attended the 4th International Fairtrade Towns Conference in Bonn which celebrated that there are now almost 1000 Fairtrade Towns globally, across 19 different countries - a truly global movement.

Olympic food

In spring 2010, a report on food for the London 2012 Olympic and Paralympic Games was published by the Commission for Sustainable London, which is monitoring the Games' progress towards its bid targets. Sustain contributed to the consultation for this report. It concluded by congratulating London 2012 on publishing a Food Vision, but warning that the catering organisers would need to make great efforts to achieve the 'aspirational standards' if environmental ambitions, particularly reducing greenhouse gas emissions, are to be met. The report also encouraged the pursuit of an Olympic Food Charter to ensure a sustainable legacy from the Games.

Sustain worked closely with the organisers of the London 2012 Olympic and Paralympic Games (LOCOG), and many others, to develop the Food Vision for a healthy and sustainable catering policy. As a result, the 'baseline standards' require Fairtrade tea, coffee, chocolate, bananas and sugar; fully sustainable fish; free-range eggs; British and seasonal food produced to Farm Assured standards; and a proportion of pork and chicken raised to the higher welfare standard of RSPCA Freedom Food. There are also 'aspirational standards' for a proportion of food to come from LEAF-Marque or organic farming, and encouragement for caterers to serve healthier choices.

The catering team for Olympic Games organisers then turned their focus to preparing Invitations to Negotiate and Invitations to Tender for the major catering contracts to provide the 17 million meals or so that will be consumed at London 2012. These contracts were negotiated and let during 2010 and early

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2011, but focused on baseline standards. It is not clear how vigorously the Games organisers pursued their 'aspirational standards', as signalled in the original Olympic bid.

Sustain's Policy Director, Kath Dalmeny, and Good Food on the Public Plate project officer, Jon Walker, continued to sit on the London 2012 Food Advisory Group throughout 2010. This group met sporadically to discuss plans for an 'Olympic Food Charter' to use the influence of the London 2012 Games to spread health and sustainability standards to the wider catering sector. Such work had also been signalled in the original Olympic bid as an important part of the sustainability legacy for the Games. There was considerable interest in activities to promote sustainable suppliers, through 'meet the buyer' events, to ensure that caterers for the Games were connected with producers of ethical and sustainable food.

However, during 2010, Sustain and our members began to feel increasingly frustrated that the legacy work was not coming to fruition. This gave us added impetus to prepare and launch the Sustainable Fish City campaign (see below), to demonstrate what could be achieved with concerted effort. We also proposed to LOCOG that the Olympic Food Charter and legacy work could be handed over to a consortium of organisations, perhaps under the auspices of the London Food Board, to ensure that it is pursued with vigour. It remains to be seen what will be the result.

Sustainable Fish City

Throughout the year, our Sustainable Fish City campaign working group met to develop plans for a high-profile campaign to declare London a Sustainable Fish City by 2012, in time for the London 2012 Olympic and Paralympic Games. The lively working group, convened by Policy Director Kath Dalmeny, involves a growing range of expert organisations and, as well as avoiding duplicating the considerable good work already in place to promote sustainable seafood, also promotes a range of advisory and certification services.

Inspired by the Fairtrade Towns movement, the initiative also won the vocal support of Rosie Boycott, the London Mayor's food advisor, who agreed to challenge London to become a sustainable fish city as part of our launch activities in January 2011.

Before the launch, Good Food on the Public Plate project officer, Jon Walker, worked with the Mayor's food team – with the support of the London Food Board – to help the Metropolitan Police, Transport for London, Fire Brigade and Greater London Authority to adopt sustainable food into their core sustainable procurement standards, which includes a commitment to 100% "demonstrably sustainable" seafood. This commitment was announced at the Mayor's Responsible Procurement Awards in December 2010. Together with the institutions that have agreed to sustainable fish standards through Sustain's Good Food on the Public Plate project, and with public pledges to use and promote sustainable fish from the National Trust and several major restaurants and restaurant chains, we collected enough high-profile 'wins' to be able to launch in January with some fanfare.

Within days of the launch, the campaign received an early and valuable endorsement when European Commissioner for Maritime Affairs and Fisheries, Maria Damanaki, visited London in January. In a speech to fishing industry and government representatives, she said:

"Coming to London from Brussels I was informed that London has been challenged to become the first ever Sustainable Fish City. What a challenge! The National Trust, four London Universities, the Metropolitan Police, Transport for London, the Greater London Authority, the London 2012 Olympic Games amongst others have promised to serve sustainable fish. There is a clear message here and I have received it. We need a new European Fisheries Policy and we can have it!"

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The launch was also timed to coincide with high-profile media attention being focused on unsustainable fishing methods by celebrity chef Hugh Fearnley-Whittingstall and his Channel 4 Fish Fight series. Hugh's production team have been very helpful in circulating information about the Sustainable Fish City campaign via their very popular Facebook pages and Twitter activities, resulting in thousands of hits on our own website.

Since the campaign launch the number of caterers signing the pledge has increased steadily, with London's universities being particularly keen supporters. Restaurants have also been keen to sign up, with high street names such as Carluccio's, Leon and Wahaca and luxury dining such as the D&D London Restaurants group keen to support the project. The second largest caterer in the UK, Sodexo, has also agreed to become a pledge signatory. We are now planning how to approach other caterers and organisations systematically to pursue our ambitious aim of London becoming the world's first ever sustainable fish city.

We are vigorously pursuing fundraising options, and in February 2011 received the good news that the BBC Wildlife Fund will, in the coming year, contribute to the campaign, specifically to work with higher education institutions in London. The Waterloo Foundation will also support the development of a smartphone application and associated promotional work.

Well London – Buywell

Hannah Williams completed the final year of the three-year Buywell project, part of the Big Lottery-funded Well London portfolio project, led by the London Health Commission, with our food access strand funded via London Sustainability Exchange. Throughout the year she has continued to support a range of community groups and businesses to make it easier for people to buy healthy, affordable and sustainably produced food in 10 deprived neighbourhoods across London.

Activities have included:

- Connecting Buywell projects in West London with an improved supply of affordable and sustainable produce from Weston International wholesale market;
- Organising for volunteers working on Buywell projects to attend the National Training Programme for Community Food Workers run by Community Food Enterprise in Newham, and obtain qualifications;
- Establishing project steering groups and local networks to help support projects beyond the lifetime of Well London;
- Launching a FoodBox project in Hounslow West – a new scheme, run by SureStart Hounslow, providing fresh fruit and vegetables and healthy eating education to local families. Hannah also advised on volunteer recruitment and training, and how to integrate the food box scheme with the community café and kitchen garden;
- Influencing retailers who participated in the successful Buywell Retail project that was run last year. In April, for example, she ran a workshop attended by 10 London boroughs to learn about running retail projects to improve access to fruit and vegetables in low-income areas of London. In September the Buywell Retail Project final report was released, and during the year Hannah advised other local authorities on running similar projects;
- Working with the University of East London and London Sustainability Exchange to develop appropriate methods to measure the impact of Buywell as part of the wider Well London programme.
- Providing project partners, throughout the year, with one-to-one advice and support on running their food projects, including on issues such as volunteer management, outreach and supply.

Towards the end of the year work on the project was reduced, as project partners were helped to complete their final project evaluations and partners were supported with their exit strategies from Well London to become sustainable community food enterprises.

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Making Local Food Work

Sustain is part of the Big Lottery funded Making Local Food Work (MLFW) national programme, running from 2007 to October 2012, and co-ordinated by the Plunkett Foundation. Sustain is managing two major strands of the programme - Food Supply & Distribution, and Food Co-ops & Buying Groups, equating in financial terms to about one quarter of the £10m national programme. The rest of the programme is being run by other national partners, several of which are Sustain members, and coordinated by the Plunkett Foundation. Each of Sustain's strands, described below, is working with several community-based food enterprises around the country, to help communities take more control of their food and where it comes from.

In May 2010 we worked with MLFW on a successful event in Manchester which also launched a report, 'Local food and climate change: the role of community food enterprises'. This had been commissioned by Sustain and MLFW and the report concluded, among other things, that "the lowest impact community food enterprises appear to be ultra low-carbon, as well as providing social and economic benefits".

Food Supply and Distribution

Rachel Billett ably took over this aspect of the project, with project officer Clare Horrell returning from maternity leave towards the end of the year. While Clare had been away two new projects joined this strand:

- Growing Communities, in London, where the strand's funding is supporting the start up of five box schemes using the Growing Communities model;
- The Manchester Veg People, a new co-operative of organic growers and customers.

Both these projects have made considerable progress with Growing Communities expecting to launch their new groups over the summer of 2011 and the Manchester Veg People having secured an important customer in the University of Manchester. They will begin supplying two of the university's canteens in May 2011, with the potential for the university's order to increase significantly.

Local Food Links work in Dorset has also been successful in increasing and improving the supply and distribution of local food to over 4,000 children and older people in the area. Sustain commissioned an evaluation report from the centre's founder Tim Crabtree, and his report looks back over the 10 years of immense challenges and creative solutions, including plans for the future.

Whilst the main part of Food Chain North East's funding ended in September 2010, they secured an additional injection of funding to help with their business planning to take their project to the next stage in its development. This will involve moving and expanding their premises as well as increasing their potential for growing their own produce. An old school in the west of Newcastle has been identified as an exciting and suitable site for their development. The school has good transport links, has land for growing and a number of polytunnels. Food Chain is exploring the possibility of transferring the whole site under an Asset Transfer arrangement with Newcastle City Council, the owners of the site.

Of the remaining projects, OrganicLea (Walthamstow, East London) has continued to focus on improving the viability of the community café and increasing the number of residents benefiting from local food through the local food stall, events and the vegetable box scheme.

The Glazebury growing project (Moss Brook Growers) had a successful 2010 growing season selling most of their produce through the Unicorn Grocery in Manchester. This year's growing season has been hampered by the extensive dry spell but with the completion of their borehole they are now in a better position to manage their water resources. The project has been very successful in attracting volunteers with over 300 hours of volunteer time dedicated to the site over the last year.

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Colne Valley Food developed a marketing programme throughout last summer with over 2,300 purchases of pork, beef, dairy products, speciality oil, fudge and herbs, made through their stall at various events. Their online box scheme was due to launch in early March 2011 but was delayed due to the collapse of the IT company providing the software. This also had serious implications for Food Chain North East who had been using the system for over a year and relied on it for the efficient management of their orders.

Sustain worked closely with both organisations to find the most suitable solution to these problems, and managed to resolve them, in the short-term, in a way that enables both organisations to continue to trade and use IT to support their operations. In the longer term we will continue to explore whether we can develop a solution that can be used by other groups as well, as it is important for many community enterprises to be able to use IT system for online ordering and project management.

Two projects left this Food Supply and Distribution strand in September 2010. Local Food Links in Dorset left, as planned when their funding period came to an end. Due to some specific difficulties and unique circumstances we reached a mutual agreement with Community Food Enterprise in London to end their involvement a year earlier than planned.

The evaluator for this strand, from Glamorgan University, visited each local project over the last year and has established a basis for the quantitative data collection for each project. Qualitative work will be done over the summer of 2011 to examine in more detail the impact of the programme for its various beneficiaries.

Food Co-ops and Buying Groups

Project officer, Maresa Bosano, supports and promotes food co-ops in the London area and also coordinates a team of part-time advisors in each of the eight English regions. Maresa and the regional advisors have been providing a wide variety of guidance and support to a huge range of new and existing food co-ops. This includes:

- Advice on funding and marketing;
- Help to link food co-ops with suppliers;
- Information on insurance and finding premises;
- Assistance with volunteer recruitment; and
- Distribution of free promotional materials, including banners, leaflets and bags.

As a result, we have already reached our end of project targets of working with 200 food co-ops and helping set up 100 new food co-ops.

Our food co-op advisers have also been organising a series of events, often in partnership with the Soil Association, with at least two events in every region including:

- Getting Started food co-op and buying group events;
- Networking events;
- Marketing workshops; and
- Co-operative work and communication skills training.

The advisors have also been organising study visits in partnership with the Plunkett Foundation's enterprise support programme, and have attended numerous other events to run stalls, give talks, facilitate workshops or just generally promote food co-ops. In October 2010 we ran a national event in Leamington Spa with the Soil Association for food co-ops, buying groups, and Community Supported Agriculture projects. It was attended by around 100 delegates from across the country, who attended presentations and workshops run by a number of the food co-ops that we have been working with.

Two food co-ops in each region, that represent a range of different models, have been selected to take part in this strand's evaluation which will be conducted by City University. Researchers from the

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university have started to make contact with the identified co-ops to arrange a visit in the coming year. We have devised a questionnaire to assess the sustainability of the food co-ops based on the food co-ops toolkit, published last year. Customers in a sample of the food co-ops will also be asked to complete a health impact questionnaire.

As well as successfully meeting its targets early, the food co-ops strand has had a very successful year in terms of profile. As well as continuing to distribute toolkits, banners, fact sheets and leaflets to groups across the country, we have also sold more than 2,000 cotton bags advertising the food co-ops logo and website. The food co-ops project and website also featured in coverage in *The Observer*, *Mail on Sunday*, *Vegetarian Magazine*, *Cook Vegetarian* and *Women & Home*, as well as many local newspapers and radio stations, which led to a huge increase in hits on our website and food co-ops finder map. We now have over 700 followers of our Facebook group and 1500 on Twitter, and over 200 food co-ops listed on the map on our website.

In partnership with Unicorn Grocery we launched the new 'Grow a Grocery' guide to setting up a wholefood co-operative. Unicorn Grocery Workers Co-operative was established in Manchester in 1996 and has become one of the largest and most successful wholefood outlets in the UK, recently named *The Observer Food Monthly's* 'Best Independent Shop' and *Radio Four Food Programme's* 'Best Local Food Retailer' in 2008.

Our food co-op fact sheets have continued to promote food co-ops in schools, universities and workplaces. This has included running workshops for staff in local businesses and holding events at schools with existing food co-ops. We have also run sessions for students at events runs by *People and Planet*, a UK network of students campaigning to end world poverty, defend human rights and protect the environment. In addition, we organised a study visit to *Green Action Food Co-op* at *Leeds University* and, in the last year new student food co-ops have started in *York*, *Exeter* (*Falmouth campus*), *City University*, *Brighton* and *Sussex*. Encouraged by this success, we are aiming to set up a *Student Food Co-ops network* in the coming year.

Finally, thanks to funding from the *Daewoo* and *Sasaka Foundations*, in February 2011 *Maresa* visited *Teikei* groups, consumer co-ops and organic farmers in *Japan*, along with representatives from the *Soil Association* and *Community Supported Agriculture* groups.

Local Action on Food network

Making Local Food Work (MLFW) project officer *Suzanne Natelson* works mainly on the "national learning and information dissemination" aspect of the *MLFW* programme, so has been working closely with *Local Action on Food* project officer, *Polly Higginson* on a series of successful events:

- In June 2010 we organised "Getting down to Business-How to make your community food growing project economically viable". The London event attracted 180 people from around the country, largely community food growing projects keen to generate income for their projects.
- September 2010 in Bristol saw "Edible Assets; How to secure finance" which explored a range of different financial models for food projects and businesses and brought together 80 attendees.
- In March 2011, the network was back in London with the "Growing your own Business" event and 50 community food growing projects that were interested in becoming social enterprises.

This year has also seen the successful development of our research, begun last year, into planning policy and practices that influence the food system. In July we organised a seminar in London with 20 experts to discuss the results of our research. In October 2010 the research was presented at the *AESOP 2nd Sustainable Food and Planning Conference* in *Brighton*, and in the coming year a summary paper will be published in the conference report (a peer reviewed collection of conference proceedings).

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Our own report, 'Good Planning for Good Food' was published in January 2011 and we are using this as the basis for building relationships with the Royal Town Planning Institute (RTPI). The RTPI has already circulated the "Good Planning for Good Food" report to their members along with a survey about the report and their interest in food and planning issues. The responses were so encouraging that we are working with the RTPI on a conference to be held in July 2011.

We have also been working very closely with Harriet White (a volunteer) who has now started a PhD in Planning and Food at Cardiff University. In addition, we have been involved in shaping planning policy in London by responding to the consultation on the London Plan and appearing at two "Examinations in Public" to represent Sustain.

Communication with network members

There are now 180 members of the Local Action on Food Network, which aims to support people, organisations and businesses who are working locally on food sustainability issues. Over the past year we have reformatted the website and revamped both the quarterly magazine "Rhubarb" and the monthly e-newsletter Rhubarb-e. In the coming year we plan to publish 'A Growing Trade' exploring the commercial opportunities for small scale, community-led food production in our town and cities. We are also planning more events in response to members' requests, including in London and Manchester.

Organic sector development

In July 2010, Sustain heard the great news that our bid for EU promotional funding for the organic sector had been accepted. Consultant Catherine Fookes, who had managed the complex bid process (with invaluable assistance from the Organic Trade Board) continued to fundraise and the total raised from the organic industry was £1million, double our initial target of £500,000! With £1million match funding from the EU, the organic sector now has £2million for a three year advertising campaign, a first for the UK. Contracts were signed with Defra in September 2010 and the programme will run until September 2013.

The "Why I Love Organic" campaign launched in earnest early in January 2011 and obtained very positive media coverage including in the trade magazine, The Grocer, but also in popular media such as the Daily Mirror and Daily Telegraph, and a BBC Breakfast interview. Overall there have been over 100 press articles so far (with a combined circulation of 149 million) in the consumer and trade media, representing a return on investment ratio of 1:14.

The campaign is all about changing the image of organic from the stereotypes of the past, to the consumers of the future – ordinary every day people, who buy organic because of one of its many benefits. The main thrust of the campaign is "There are lots of reasons to love organic, discover yours" and the four simple messages beneath that are:

- Organic is better for animal welfare;
- Organic is better for nature;
- Organic means more natural food; and
- Organic is great tasting food

Sara Cox, Radio DJ and mother of three has endorsed the campaign and did a series of radio and press interviews and support work for the campaign. The press adverts, which aim to convey the benefits of organic in a simple way, are appearing in Closer, Heat, Hello, OK, Tesco Magazine and Waitrose Kitchen. They feature "Eddy" a builder who "loves organic because it feels right for my family" and a father and son 'pantomime cow' who "love organic because we care about animals."

The digital campaign is focuses on encouraging people to go on the website - www.whyiloveorganic.co.uk - to discover their reason for loving organic, and enter their reason on line, to win an organic hamper. The website has attracted thousands of hits, and there is a Facebook and

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Twitter page, as well as recipes, simple information about why organic is good, and a farm to fridge feature which takes people through how organic food is produced. Future plans including attending food festivals, and producing a recipe book to coincide with organic food month in September 2011.

Real Bread Campaign

Over the past year, this Big Lottery funded campaign has made excellent progress towards, and in some cases exceeded, its targets for spreading the Real Bread message, thanks to the efforts of campaign officer Chris Young.

Knead to Know: the Real Bread starter

In January 2011 we published *Knead to Know*, our guide to baking Real Bread for a local community. The response to the book was immediate and fantastic: our target had been to distribute the guide to at least 100 bakers and would-be bakers over the course of the Campaign, but by the end of the year it looked likely to sell 500 copies, so we will probably reprint it in the coming year. Whilst a large proportion of the first 500 copies were purchased by existing Campaign members, the book is also helping us to increase our reach. To date, seven organisations and almost 80 people have taken advantage of the discount available when the book is bought at the same time as joining, and we are also generating orders from people offering the book to students on their bread making classes.

Lessons in Loaf

To date, our scheme to encourage baking in schools has resulted in professional bakers passing on Real Bread skills to more than 600 children in eighteen schools around the UK – plus over 150 children in Malaysia! This is despite the fact that finding bakers willing to pass on bread making skills to children, and then local schools interested in taking up their offers, has been a greater challenge than we had anticipated. After the pilot phase of the scheme, we revised the *Lessons in Loaf* guide to better inform and inspire teachers to find people within the school's community willing to teach the skills.

Bake Your Lawn (see below) was devised to give greater incentives to schools to teach baking as part of a fully participatory seed to sandwich journey. Over 240 schools and community youth groups responded to our offer of free wheat seeds and we sent the *Lessons in Loaf* guide to each one.

Real Bread on the menu

In December 2010, we sent people from two community food projects to bread making classes with a master baker, one of whom has already made Real Bread available through a food access project, but also passed on the skills he learned to other people. Then, in early March 2011, we arranged a Real Bread workshop for public sector kitchens and caterers, kindly hosted by Greenwich Cooperative Development Agency at their training kitchen, and taught by artisan bakers. Demand was high, and even though we ended up with more attendees than ideal for the kitchen, we now have a waiting list and are working to organise more training events in future. We are now looking for opportunities to arrange similar classes in other parts of the country.

Membership

By the end of the year, membership stood at just under 650. One exciting development this year is that Bread Matters and The Phoenix Bakery now both offer to pay the first year's membership fee for students on their bread making classes. This success is driven in part by our media work, which continues to build awareness for the Campaign. Highlights over the past twelve months include being featured in: The Great British Food Revival (BBC2), Woman's Hour (Radio 4), The Food Programme (Radio 4), The Observer magazine, The Daily Mail, The Times, The Daily Telegraph, The Sunday Times, The Independent, The Scotsman and British Baker magazine. We also take advantage of social

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networking, with just under 5000 followers on Twitter and 850 on Facebook helping us to grow and raise awareness for the Campaign.

Work to entice and retain members includes securing more discounts and competition prizes for them. At present, more than twenty companies and organisations offer discounts to our members. Our members' forum has also developed a life of its own. As intended, this is now helping people to connect with other members around the country to share ideas and information; find and offer Real Bread jobs; and organise volunteers for events. We have also begun to facilitate regional bread baskets: starting in the east midlands, we are putting people in touch with their fellow members to help them build local networks to support each other and the rise of Real Bread.

Bake Your Lawn

To help raise the profile of the bread making in schools strand of our work, we are running Bake Your Lawn. From January 2011, Campaign member Bakery Bits helped us to dispatch to schools packets of organic wheat donated to us, accompanied by our guide on how to *grow it, mill it, bake it, eat it*. In autumn 2011 a range of organisations will be helping us to encourage and support people interested in holding community milling and baking days.

Challenging misleading advertising

In July 2010, the Advertising Standards Authority upheld our complaint that an advertisement for Tesco in-store bakeries was misleading. The advertisement falsely claimed "Fresh bread. Baked from scratch in our in store bakery. Using 100% British flour. So every single loaf is genuinely British...Born and bread," despite the fact that Tesco only bakes loaves from scratch in 504 of its 2,362 UK stores. The immediate impact of the media coverage we generated from this included gaining twice as many new members than usual that week and the highest single-day figure ever for hits on a Sustain webpage; 25,180.

Events

In the past twelve months we continued to build upon the successes of our major national drives to encourage people to buy local loaves of Real Bread or bake their own. In August 2010, the second Local Loaves for Lammas* encouraged around thirty bakeries, mills and other supporters across the country to organise events to encourage people to buy or bake a local loaf of Real Bread. Real Bread Maker Week in May 2011 saw people digging out unloved bread machines to bake Real Bread or passing them on to others keen to experience Real Bread. Also in May 2011, the Real Food Festival again gave us the opportunity to reach out to around 18,000 food lovers at their Earl's Court event. Campaign members also continue to fly the flag for Real Bread at events around the country every month.

Sustainable farming and food policy

Last year Jeanette Longfield, Sustain's Co-ordinator, had been a member of the committee of the Food Ethics Council's Food and Fairness Inquiry, and was delighted to be asked to be among the speakers at the launch of the Inquiry's report 'Food Justice' in July 2010. Later in the year, the report was also the focus of a conference to discuss how to include social justice in policies to make the food and farming system more sustainable. Throughout the year Policy Director, Kath Dalmeny and Network Director, Ben Reynolds have also been working with Tom Macmillan of the Food Ethics Council. The FEC is leading a review of funding for third sector work to promote sustainable food and farming. The report of this significant research is due to be published in June 2011.

* 1st August 1 is Lammas Day (loaf-mass day), the wheat harvest festival and traditionally the first harvest festival of the year.

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Several members of Sustain's management team have continued to serve on the boards of a number of Sustain member organisations and other like-minded groups. This process is invaluable in sharing expertise on third sector management, particularly during current turbulent economic and political times. We have also been asked to present at, or chair, a significant number of events by members and others.

Jeanette has continued to work with Compassion in World Farming (CIWF) and the Soil Association on a potential campaign that would focus on the risks to human health of antibiotic resistance, caused partly by their routine use in factory farming. A draft report, funded by CIWF, has been prepared and should be published in the coming year.

Links with government

Sustain staff continued to liaise with government departments and agencies on a range of issues.

- Food Standards Agency

As part of the Coalition Government's "bonfire of the quangos" the Food Standards Agency (FSA) saw its responsibilities stripped back to focus solely on food safety, with a commensurately reduced budget and level of staffing. Although food safety continues to be an important issue, this change effectively scatters responsibility for food and farming policy across a wide range of government departments and those quangos that survive. It is likely that this development will be a serious set back to the much-needed process of developing a robust and integrated approach to sustainable food and farming policy.

- Department of Environment, Food and Rural Affairs (Defra)

Partly as a result of some of the FSA's responsibilities moving to Defra, Sustain staff had a number of meetings with Defra officials and ministers during the year. These mainly served to confirm that central government would not be taking action on a range of issues, and would – in effect - be leaving the field to those with the funding to step into the gap i.e. mainly the private sector. We also participated, along with many others, in a number of meetings held by the Labour Party's shadow Defra team. Finally, towards the end of the year Sustain made a submission to the Parliamentary Environmental Audit Committee Inquiry into Sustainable Food.

International links

Links with the European Union

Last year Sustain wound up AlimenTerra, a European network of groups working to promote a sustainable food system, as agreed with the members. As part of this process Sustain took on AlimenTerra's role in the Softagri programme, funded by the EU's Grundtvig programme, which supports visits and information exchanges between European countries to promote sustainable food and agriculture. The final meeting in the series took place in June 2010 in Hungary, and Sustain then helped to draft and design the project's final report, given that it had to be in English and we are the native speakers in this European network. The final report was accepted by the funders and, although the project has now ended, good relationships continue among the members of the network that the project created in France, Italy, Hungary and the Netherlands.

During the year Sustain was accepted as a supporting member of the European Public Health and Agriculture Consortium (EPHAC), based in Brussels. This is particularly timely as the Common Agricultural Policy is, once again, undergoing a process of reform and Sustain has been co-ordinating an informal group of its member organisations that are working to integrate sustainable development into that reform. EPHAC has made an invaluable contribution to these meetings and we are looking forward to working with them in the coming year.

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UK Food Group

Sustain continues to provide book-keeping services for the UK Food Group (UKFG), a long-standing Sustain observer organisation, which acts as an independent sister network, focusing on global food and farming issues. Jeanette Longfield sits on the Group's Management Committee; the Group's Chair, Patrick Mulvany, is a Sustain trustee; and the co-ordinator is Geraldine Galvaing, who is based in the Sustain office.

"Agro-food policies and regional integration: for a practice of solidarity between Europe and Africa" is an EU-funded project and the focus for the UKFG's contribution is to examine and disseminate information about different models of agricultural production as promoted by farmers' organisations, governments and aid agencies. As part of this process the UKFG organised a successful international conference in London on 24 September addressed by European and African partners and also by Olivier De Schutter, UN Special Rapporteur on the Right to Food. Exchange visits involving African partners were also organised, alongside presentations by African farmers to a range of meetings, including the All Party Parliamentary Group on Agriculture and Food for Development.

Being the network that represents British Overseas NGOs for Development (BOND) on global food and farming issues, Patrick and Geraldine attended a number of meetings in Brussels throughout the year, including with the European Food Security Group. Issues discussed included the Advancing African Agriculture programme, the International Assessment on Agricultural Knowledge Science and Technology for Development (IAASTD), Common Agricultural Policy reform and the EU Policy Framework for food security.

The UKFG remains involved in a number of other networks including:

- the development of the European Food Sovereignty Network, and especially the Nyéléni Europe event on food sovereignty that is planned for August 2011 in Austria;
- the European Peasant Seed Network;
- the 'More and Better' network for investment in African agriculture.

As planned, at the end of the year funding for the European project came to an end and Geraldine Galvaing moved onto new pastures.

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Financial review

Although Sustain enjoyed a 13% increase in income, total charitable expenditure rose by a similar amount. This meant that the results for Sustain for the year under review produced a £31,002 deficit. Although this deficit is smaller than in 2010, it shows that Sustain needs to continue its vigorous fundraising to maintain its charitable activities. We acknowledge that, in the current economic climate, successful fundraising will be more challenging than ever, but Sustain has always been a flexible organisation and measures are already in hand to respond appropriately to any reduction there may be in income. Just as we have adapted well to increases in income in the past, we are confident that, if necessary, in future Sustain can return to being a smaller but still viable and vibrant organisation.

The fund balance carried forward at 31 March 2011 was £445,580 (2010: £434,060) on unrestricted general reserves. The restricted reserves on continuing projects were £61,187 at 31 March 2011 (2010: £103,709). The full Statement of Financial Activities is set out on page 32 of these accounts.

Reserves policy

In accordance with guidelines issued by the Charity Commissioners, the Trustees have adopted a reserves policy which should ensure that: Excluding those funds represented by fixed assets, general reserves do not exceed more than six months' anticipated expenditure. At present, free funds amount to £444,943. There are adequate funds to ensure that the charity is able to meet all current and known future liabilities. The level of reserves is considered and reviewed at regular intervals by the Council.

Investment policy

Under the memorandum and articles of association, the charity has the power to invest the monies of the company not immediately required for the furtherance of its objects in or upon such investments, securities or property as may be thought fit, subject nevertheless to such condition (as any) and such consents (if any) as may for the time being be imposed or required by law. At the present time, the Trustees' policy is to maintain such monies on deposits earning a market rate of interest.

Risk management

The Trustees have assessed the major risks to which the company is exposed, in particular those related to the operations and finances of the company, and are satisfied that systems are in place to mitigate our exposure to the major risks.

Trustees' responsibilities

Company and charity law applicable to charities in England and Wales requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the Charity and of its financial activities for that year. In preparing those accounts, the Trustees are required to:

- select suitable accounting policies and apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the accounts; and
- prepare the financial statements on a going concern basis unless it is inappropriate to presume that the charitable company will continue in operation.

The Trustees have overall responsibility for ensuring that the company has appropriate systems of control financial or otherwise. They are also responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the Charity and which enable them to ensure that the accounts comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

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Public benefit

The trustees are aware of the Charity Commission guidance on public benefit reporting as set out in Section 4 Charities Act 2006. They believe Sustain fulfils a fundamental public benefit by promoting both the health and welfare of people and animals, and improving the environment. Details of how Sustain has achieved these objectives are commented upon in detail throughout this annual report.

Auditors

So far as the directors are aware, there is no relevant audit information of which the company's auditors are unaware. Additionally, the directors have taken all the necessary steps that they ought to have taken as directors in order to make themselves aware of all the relevant audit information and to establish that the company's auditors are aware of that information.

A proposal to re-appoint Goldwins as auditors for the forthcoming year will be put forward at the Annual General Meeting.

This report was approved by the Council of Trustees on 7 July 2011 and signed on its behalf, by:

Anne Dolamore

Chair of the Council of Trustees

SUSTAIN: THE ALLIANCE FOR BETTER FOOD AND FARMING

Independent Auditors' Report to the Members of Sustain: The Alliance For Better Food And Farming

We have audited the financial statements of Sustain: The Alliance for Better Food and Farming for the year ended 31 March 2011 which comprise the Statement of Financial Activities, the Balance Sheet and the related notes. These financial statements have been prepared in accordance with the Financial Reporting Standards for Smaller Entities (effective April 2008) and under the accounting policies set out therein.

This report is made solely to the charity's members, as a body, in accordance with Sections 495 and 496 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charity's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charity and the charity's members as a body, for our audit work, for this report, or for the opinions we have formed.

Respective responsibilities of trustees and auditors

The trustees' (who are also the directors of the company for the purposes of company law) responsibilities for preparing the Trustees' Annual Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice) and for being satisfied that the financial statements give a true and fair view are set out in the Statement of Trustees' Responsibilities.

Our responsibility is to audit the financial statements in accordance with relevant legal and regulatory requirements and International Standards on Auditing (UK and Ireland).

We report to you our opinion as to whether the financial statements give a true and fair view, have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice, and have been prepared in accordance with the Companies Act 2006. We also report to you whether in our opinion the information given in the Trustees' Annual Report is consistent with those financial statements.

In addition we report to you if, in our opinion, the charity has not kept adequate accounting records, if the charity's financial statements are not in agreement with the accounting records and returns, if we have not received all the information and explanations we require for our audit, or if certain disclosures of trustees' remuneration specified by law are not made.

We read the Trustees' Annual Report and consider the implications for our report if we become aware of any apparent misstatements within it.

Basis of audit opinion

We conducted our audit in accordance with International Standards on Auditing (UK and Ireland) issued by the Auditing Practices Board. An audit includes examination, on a test basis, of evidence relevant to the amounts and disclosures in the financial statements. It also includes an assessment of the significant estimates and judgements made by the trustees in the preparation of the financial statements, and of whether the accounting policies are appropriate to the charity's circumstances, consistently applied and adequately disclosed.

SUSTAIN: THE ALLIANCE FOR BETTER FOOD AND FARMING

Independent Auditors' Report to the Members of Sustain: The Alliance For Better Food And Farming

We planned and performed our audit so as to obtain all the information and explanations which we considered necessary in order to provide us with sufficient evidence to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or other irregularity or error. In forming our opinion we also evaluated the overall adequacy of the presentation of information in the financial statements.

Opinion

In our opinion

- the financial statements give a true and fair view of the state of the charity's affairs as at 31 March 2011 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- the financial statements have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice applicable to Smaller entities;
- the financial statements have been prepared in accordance with the Companies Act 2006 and;
- the information given in the Trustees' Annual Report is consistent with the financial statements.

**Anthony Epton (Senior Statutory Auditor)
for and on behalf of Goldwins Limited
Statutory Auditor
Chartered Accountants
75 Maygrove Road
West Hampstead
London NW6 2EG**

SUSTAIN: THE ALLIANCE FOR BETTER FOOD AND FARMING

STATEMENT OF FINANCIAL ACTIVITIES
(Incorporating Income and Expenditure Account)
For the year ended 31 March 2011

	Notes	Restricted Funds £	Unrestricted Funds £	Total Funds 2011 £	Total Funds 2010 £
INCOMING RESOURCES					
Incoming resources from generated funds					
Voluntary income	2	56,128	15,852	71,980	47,201
Investment income		38	932	970	1,648
Incoming resources from charitable activities					
Health and Welfare	3	1,939,800	63,361	2,003,161	1,783,273
TOTAL INCOMING RESOURCES		1,995,966	80,145	2,076,111	1,832,122
RESOURCES EXPENDED 4					
Cost of generating funds					
Fundraising costs	6	-	9,022	9,022	8,866
Charitable activities					
Health and Welfare		2,042,945	41,704	2,084,649	1,868,933
Governance costs	7	-	13,442	13,442	12,304
TOTAL RESOURCES EXPENDED		2,042,945	64,168	2,107,113	1,890,103
NET OUTGOING RESOURCES BEFORE TRANSFERS					
		(46,979)	15,977	(31,002)	(57,981)
Transfers between funds	13	4,457	(4,457)	-	-
RECONCILIATION OF FUNDS					
NET MOVEMENT IN FUNDS FOR THE YEAR					
		(42,522)	11,520	(31,002)	(57,981)
Total funds at 1 April 2010		103,709	434,060	537,769	595,750
TOTAL FUNDS AT 31 MARCH 2011		61,187	445,580	506,767	537,769

The Statement of Financial Activities includes all gains and losses recognised in the year.
The attached notes form part of these financial statements.

SUSTAIN: THE ALLIANCE FOR BETTER FOOD AND FARMING

BALANCE SHEET
As at 31 March 2011

		2011		2010	
	Notes	£	£	£	£
FIXED ASSETS					
Tangible fixed assets	10		637		1,274
CURRENT ASSETS					
Debtors	11	595,681		591,396	
Cash at bank		91,697		508	
		<u>687,378</u>		<u>591,904</u>	
CREDITORS: Amounts falling due within one year	12	(181,248)		(55,409)	
		<u>506,130</u>		<u>536,495</u>	
NET ASSETS		<u>506,767</u>		<u>537,769</u>	
		=====		=====	
CHARITY FUNDS					
Restricted funds	13		61,187		103,709
Unrestricted funds					
General funds	13		445,580		434,060
			<u>506,767</u>		<u>537,769</u>
			=====		=====

The financial statements have been prepared in accordance with the special provision of Part 15 of the Companies Act 2006 relating to small companies and Financial Reporting Standard for Smaller Entities (effective April 2008).

The financial statements were approved and authorised for issue by the Trustees on 7th July 2011 and signed on their behalf by:

Anne Dolamore - Chair

Philip Lymbery – Treasurer

Company Registration No. 02673194

The attached notes form part of these financial statements.

SUSTAIN: THE ALLIANCE FOR BETTER FOOD AND FARMING

NOTES FORMING PART OF THE FINANCIAL STATEMENTS

For the year ended 31 March 2011

1. ACCOUNTING POLICIES

1.1 Basis of preparation of financial statements

The financial statements have been prepared under the historical cost convention, and in accordance with the Financial Reporting Standard for Smaller Entities (effective April 2008). The financial statements have been prepared in accordance with the Statement of Recommended Practice (SORP), "Accounting and Reporting by Charities" revised in March 2005, applicable accounting standards and the Companies Act 2006.

1.2 Company status

The company is a company limited by guarantee. The members of the company are the trustees named on page 1. In the event of the company being wound up, the liability in respect of the guarantee is limited to £1 per member of the company.

1.3 Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the trustees in furtherance of the general objectives of the company and which have not been designated for other purposes.

Designated funds comprise unrestricted funds that have been set aside by the Trustees for particular purposes. The aim and use of each designated fund is set out in the notes to the financial statements.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors which have been raised by the company for particular purposes. The cost of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

1.4 Incoming resources

All incoming resources are included in the Statement of Financial Activities when the company is legally entitled to the income and the amount can be quantified with reasonable accuracy.

1.5 Resources expended

All expenditure is accounted for on an accruals basis and has been included under expense categories that aggregate all costs for allocation to activities. Where costs cannot be directly attributed to particular activities they have been allocated on a basis consistent with the use of the resources.

Direct costs, including directly attributable salaries, are allocated on an actual basis to the key strategic areas of activity. Overheads and other salaries are allocated between the expenses headings on the basis of time spent.

SUSTAIN: THE ALLIANCE FOR BETTER FOOD AND FARMING

NOTES FORMING PART OF THE FINANCIAL STATEMENTS

For the year ended 31 March 2011

ACCOUNTING POLICIES-CONTINUED

1.5 Resources expended (continued)

Fund-raising costs are those incurred in seeking voluntary contributions and do not include the costs of disseminating information in support of the charitable activities.

Support costs are those costs incurred directly in support of expenditure on the objects of the Charity and are allocated on the basis of staff cost.

Governance costs are those incurred in connection with enabling the Charity to comply with external regulation, constitutional and statutory requirements and in providing support to the Trustees in the discharge of their statutory duties.

1.6 Cash flow

The financial statements do not include a cash flow statement because the charitable company, as a small reporting entity, is exempt from the requirement to prepare such a statement under the Financial Reporting Standard for Smaller Entities (effective April 2008).

1.7 Tangible fixed assets and depreciation

All assets costing more than £500 are capitalised.

Tangible fixed assets are stated at cost less depreciation. Depreciation is provided at rates calculated to write off the cost less estimated residual value of each asset over its expected useful life, as follows:

Office equipment - 25% straight line

1.8 Pensions

The company operates a defined contribution pension scheme and the pension charge represents the amounts payable by the company to the fund in respect of the year.

1.9 VAT

The charity is not registered for VAT. In common with many other similar registered charities, Sustain's expenses are inflated by VAT, which cannot be recovered.

1.10 Tax status

The company is a registered charity and is not subject to corporate tax on its current activities.

SUSTAIN: THE ALLIANCE FOR BETTER FOOD AND FARMING

NOTES FORMING PART OF THE FINANCIAL STATEMENTS (continued)

For the year ended 31 March 2011

2. VOLUNTARY INCOME

	Restricted Funds £	Unrestricted Funds £	Funds 2011 £	Funds 2010 £
Donations	56,128	15,852	71,980	47,201
	=====	=====	=====	=====

3. INCOMING RESOURCES FROM CHARITABLE ACTIVITIES

	Restricted Funds £	Unrestricted Funds £	Total funds 2011 £	Total funds 2010 £
Health and Welfare				
Big Lottery Local Food Fund(various)	278,546	-	278,546	119,407
British Heart Foundation	54,861	-	54,861	70,619
Conference and workshops	2,790	16,182	18,972	-
Esmée Fairbairn Foundation	68,089	-	68,089	68,089
Fairtrade Foundation	45,374	-	45,374	-
Germanwatch (EC)	13,658	-	13,658	27,604
Greater London Authority (various)	425,859	-	425,859	268,118
Greenwich Co-operative Development Agency (LDA)	-	-	-	57,636
Grundtvig UK National Agency	2,986	-	2,986	12,595
Islington Council	-	-	-	115,888
London Development Agency (various)	-	-	-	285,464
London Sustainability Exchange (Big Lottery)	95,301	-	95,301	140,024
Membership fees	14,817	18,355	33,172	39,801
NHS Camden	-	-	-	78,000
Organic UK Campaign Pledges	161,771	-	161,771	56,000
Organix Foundation	-	8,000	8,000	-
Other grants and income	6,857	-	6,857	10,539
Plunkett Foundation (Big Lottery)	537,471	-	537,471	381,187
Polden-Puckham Charitable Foundation	-	8,000	8,000	8,000
Practical Action (EC)	54,736	-	54,736	-
Rural Payment Agency (EC)	156,684	-	156,684	-
Sales and publications	-	4,592	4,592	512
Subscriptions	-	8,232	8,232	8,160
Tower Hamlets PCT	-	-	-	35,000
Waterloo Foundation	20,000	-	20,000	-
	1,939,800	63,361	2,003,161	1,783,273
	=====	=====	=====	=====

SUSTAIN: THE ALLIANCE FOR BETTER FOOD AND FARMING

NOTES FORMING PART OF THE FINANCIAL STATEMENTS (continued)

For the year ended 31 March 2011

4. RESOURCES EXPENDED	Direct Costs £	Other Costs £	Support Costs £	2011 £	2010 £
Charitable activities					
Health and Welfare	695,997	1,177,137	211,515	2,084,649	1,868,933
Other expenditure					
Fundraising	8,106	-	916	9,022	8,866
Governance	5,404	6,674	1,364	13,442	12,304
	709,507	1,183,811	213,795	2,107,113	1,890,103
	709,507	1,183,811	213,795	2,107,113	1,890,103

5. ANALYSIS OF SUPPORT COSTS	Health & Welfare £	Fundraising £	Governance £	2011 £	2010 £
Staff costs	59,160	256	381	59,797	58,031
Office costs	79,814	345	515	80,674	69,652
Other costs	72,541	315	468	73,324	85,299
	211,515	916	1,364	213,795	212,982
	211,515	916	1,364	213,795	212,982

Support costs are costs of central management. Support costs have been allocated to activities as above based on staff costs.

6. FUNDRAISING COSTS	Total Funds 2011 £	Total Funds 2010 £
Direct staff costs	8,106	7,867
Support costs	916	999
	9,022	8,866
	9,022	8,866

7. GOVERNANCE COSTS	2011 £	2010 £
Direct staff costs	5,404	5,245
Auditors' remuneration	6,674	5,658
Other expenses	-	15
Support costs	1,364	1,386
	13,442	12,304
	13,442	12,304

SUSTAIN: THE ALLIANCE FOR BETTER FOOD AND FARMING

NOTES FORMING PART OF THE FINANCIAL STATEMENTS (continued)**For the year ended 31 March 2011**

8. NET (EXPENDITURE)/ INCOME	2011	2010
	£	£
This is stated after charging:		
Depreciation of tangible fixed assets:		
- owned by the charity	637	637
Auditors' remuneration - audit services	6,674	5,658
- other services	-	-
	=====	=====

During the year, no Trustees received any remuneration or any benefits in kind (2010 – NIL), but one Trustee was reimbursed £17 for travelling expenses (2010 – NIL).

9. STAFF COSTS AND NUMBERS	2011	2010
	£	£
Staff costs were as follows:		
Wages and salaries	764,176	695,331
Social security costs	79,250	72,608
Pension costs	7,945	5,401
	-----	-----
	851,371	773,340
	=====	=====

The average number of full-time equivalent employees during the year was:	No.	No.
Health and Welfare	24	22
Governance	2	2
	-----	-----
	26	24
	=====	=====

No employees received remuneration amounting to more than £60,000 in either year.

SUSTAIN: THE ALLIANCE FOR BETTER FOOD AND FARMING

NOTES FORMING PART OF THE FINANCIAL STATEMENTS (continued)**For the year ended 31 March 2011**

10. TANGIBLE FIXED ASSETS		Furniture, Fittings and Equipment
Cost		£
At 1 April 2010		32,596
Additions		-
At 31 March 2011		<u>32,596</u>
Depreciation		
At 1 April 2010		31,322
Charge for the year		637
At 31 March 2011		<u>31,959</u>
Net Book Value		
At 31 March 2011		<u>637</u>
At 31 March 2010		<u>1,274</u>
11. DEBTORS	2011	2010
	£	£
Debtors	194,982	172,649
Prepayments	13,583	2,748
Grants receivable	387,116	415,999
	<u>595,681</u>	<u>591,396</u>
	=====	=====
12. CREDITORS: Amounts falling due within one year	2011	2010
	£	£
Other creditors	174,091	47,751
Accruals	7,157	7,658
	<u>181,248</u>	<u>55,409</u>
	=====	=====

SUSTAIN: THE ALLIANCE FOR BETTER FOOD AND FARMING

NOTES FORMING PART OF THE FINANCIAL STATEMENTS (continued)

For the year ended 31 March 2011

13. STATEMENT OF FUNDS	Brought Forward	Incoming resources	Resources Expended	Transfers In/(out)	Carried Forward
	£	£	£	£	£
Unrestricted funds	434,060	80,145	64,168	(4,457)	445,580
Restricted funds					
Capital Growth	27,706	396,921	414,777	1,589	11,439
Childrens Food Campaign	2,366	55,137	82,272	6,330	(18,439)
Ethical Eats	(2,090)	130,709	150,676	-	(22,057)
Fairtrade London Campaign	-	45,374	32,765	-	12,609
Good Food for our Money	(15,245)	68,189	71,969	-	(19,025)
Good Food on the Public Plate	928	123,385	123,385	-	928
London Food Link	11,775	145,528	153,142	(3,462)	699
Making Local Food Work	13,410	537,471	538,743	-	12,138
Organic UK Campaign	56,000	318,493	318,567	-	55,926
Real Bread Campaign	(2,377)	74,689	72,067	-	245
Soft-Agri	8,923	2,986	11,909	-	-
Sustainable Fish Cities	-	20,000	-	-	20,000
UK Food Group	2,313	77,084	72,673	-	6,724
	<u>103,709</u>	<u>1,995,966</u>	<u>2,042,945</u>	<u>4,457</u>	<u>61,187</u>
Total funds	<u>537,769</u>	<u>2,076,111</u>	<u>2,107,113</u>	<u>-</u>	<u>506,767</u>

Income, which is received for specific projects, is accounted for as restricted funds. If these funds are overspent a transfer is made from unrestricted funds. The balances on restricted funds as at 31 March 2011 arise from income received for specific projects on which some expenditure is still to be incurred in the coming financial year. Each of the projects is described in more detail below:

Capital Growth and Capital Bee

This project, funded by the Big Lottery and by the Greater London Authority, is aiming to establish new community food growing spaces in London by the end of 2012, inspired by London's hosting of the 2012 Olympic and Paralympic Games.

Children's Food Campaign

The Campaign, funded by the British Heart Foundation, works with a large coalition to protect children from junk food marketing, improve the quality of food and food labelling, and ensure all children receive a good food education and learn vital food skills in school.

Ethical Eats

Funded by the Big Lottery, this network advises London's caterers on ways to make their businesses more sustainable, helping them to use more local and sustainable ingredients, conserve energy and water, and reduce waste.

SUSTAIN: THE ALLIANCE FOR BETTER FOOD AND FARMING

NOTES FORMING PART OF THE FINANCIAL STATEMENTS (continued)

For the year ended 31 March 2011

Fairtrade London

Sustain is hosting the Fairtrade London campaign, funded by the Fairtrade Foundation, a member of Sustain.

Good Food for Our Money

This campaign is supported by the Esmée Fairbairn Foundation and is working with a growing alliance of organisations to achieve mandatory health and sustainability rules for public sector food in, for example, schools, hospitals and care homes.

Good Food on the Public Plate

Working with hospitals and care homes across London and the South East, this project is funded by the London Mayor's food strategy to increase the proportion of sustainable food in the meals they serve, thereby improving the well-being of patients and staff, and supporting local producers.

Making Local Food Work

This Big Lottery-funded initiative aims to reconnect consumers to the land by increasing access to fresh, healthy, local and sustainable food. It also aims to implement and evaluate social enterprise models in creating and running food co-ops and food distribution activities.

Organic UK Campaign

Sustain has continued to employ a consultant who successfully obtained funding from the EU to match the £1 million pledged by the UK's organic sector companies over three years. The funding will employ a marketing agency to run the UK's first generic marketing campaign to promote organic food.

Real Bread Campaign

Funded by the Big Lottery and the Sheepdrove Trust, the campaign champions locally baked, additive-free bread and finds ways to make all loaves better for us, better for our communities and better for the planet.

Softagri

This series of visits and information exchanges between five European countries promotes sustainable food and agriculture policies and practices and is funded by the EU's Grundtvig programme.

Sustainable Fish City

This new high-profile campaign aims to declare London a Sustainable Fish City by 2012, in time for the London 2012 Olympic and Paralympic Games. Inspired by the Fairtrade Towns movement, the campaign works closely with a range of expert groups, and a growing number of businesses and organisations have pledged to buy and serve only sustainable fish.

UK Food Group

This long-standing Sustain observer member is an independent "sister" network of organisations focusing on global food and farming issues and the needs of poorer countries.

Well London, Buywell

Buywell is part of the Big Lottery-funded Well London portfolio project, led by the London Health Commission. Our food access strand, funded via London Sustainability Exchange, supports community groups and businesses to make it easier for people to buy healthy, affordable and sustainably produced food in 10 deprived neighbourhoods across London.

SUSTAIN: THE ALLIANCE FOR BETTER FOOD AND FARMING

NOTES FORMING PART OF THE FINANCIAL STATEMENTS (continued)**For the year ended 31 March 2011**

**14. ANALYSIS OF NET ASSETS
BETWEEN FUNDS**

	Restricted Funds £	Unrestricted Funds £	2011 £	2010 £
Tangible fixed assets	-	637	637	1,274
Current assets	61,187	626,191	687,378	591,904
Creditors due within one year	-	(181,248)	(181,248)	(55,409)
	<u>61,187</u>	<u>445,580</u>	<u>506,767</u>	<u>537,769</u>
	=====	=====	=====	=====

15. SHARE CAPITAL

Sustain: The Alliance for Better Food & Farming is a company Limited by Guarantee and has no share capital. Each member is liable to contribute a sum not exceeding £1 in the event of the charity being wound up.