



**Registered Company No: 02673194**

**Charity No: 1018643**

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**SUSTAIN: THE ALLIANCE FOR BETTER FOOD AND FARMING**

**(A company limited by guarantee)**

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**TRUSTEES' REPORT AND FINANCIAL STATEMENTS**

**For the year ended 31 March 2012**

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# **SUSTAIN: THE ALLIANCE FOR BETTER FOOD AND FARMING**

**(A company limited by guarantee)**

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# **SUSTAIN: THE ALLIANCE FOR BETTER FOOD AND FARMING**

**(A company limited by guarantee)**

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## **Trustees' Report and Financial Statements For the year ended 31 March 2012**

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**Legal and Administrative Information**

**For the year ended 31 March 2012**

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**Trustees**

David Barling (re-elected 14/12/11)  
Myles Bremner (re-elected 14/12/11)  
Anne Dolamore, Chair (re-elected 14/12/11)  
Vicki Hird  
Emma Hockridge  
Katharine Jenner (co-opted 26/1/12)  
Rachael Jolley  
Anthony Kleanthous (re-elected 14/12/11)  
Iain Loe (resigned 14/12/11)  
Philip Lymbery, Treasurer  
Tom MacMillan (resigned 26/1/12)  
Patrick Mulvany (re-elected 14/12/11)  
Dr. Mike Rayner  
Patti Rundall, OBE (re-elected 14/12/11)  
Jenny Sansom  
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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## **SUSTAIN: THE ALLIANCE FOR BETTER FOOD AND FARMING**

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### **Trustees' Report: How we work, and what we do For the year ended 31 March 2012**

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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 2012. 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 minimum of one 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 2011 AGM six existing Trustees were re-elected, having served a three year term, and one Trustee stood down (though too late for a replacement to be elected for the AGM). Following the AGM another Trustee tendered their resignation. One new Trustee was co-opted at the January 2012 Council meeting, and another will be sought early in the year to bring the Council back to the full complement of 15, pending elections later in the year.

#### **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 emerging literature on how policy change campaigns are "framed" and how Sustain could draw on this approach to make our work more effective.

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# SUSTAIN: THE ALLIANCE FOR BETTER FOOD AND FARMING

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## Trustees' Report: How we work, and what we do For the year ended 31 March 2012

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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  
Behaviour Change  
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 for Real Farming  
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  
FareShare  
FARM  
FARMA (National Farmers' Retail and Markets Assoc.)  
Federation of City Farms and Community Gardens  
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  
Institute for Food Brain and Behaviour  
International Institute for Environment & Development  
The Land is Ours  
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  
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)  
School Food Matters  
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  
Which?  
Wildlife and Countryside Link  
WWF - UK

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# SUSTAIN: THE ALLIANCE FOR BETTER FOOD AND FARMING

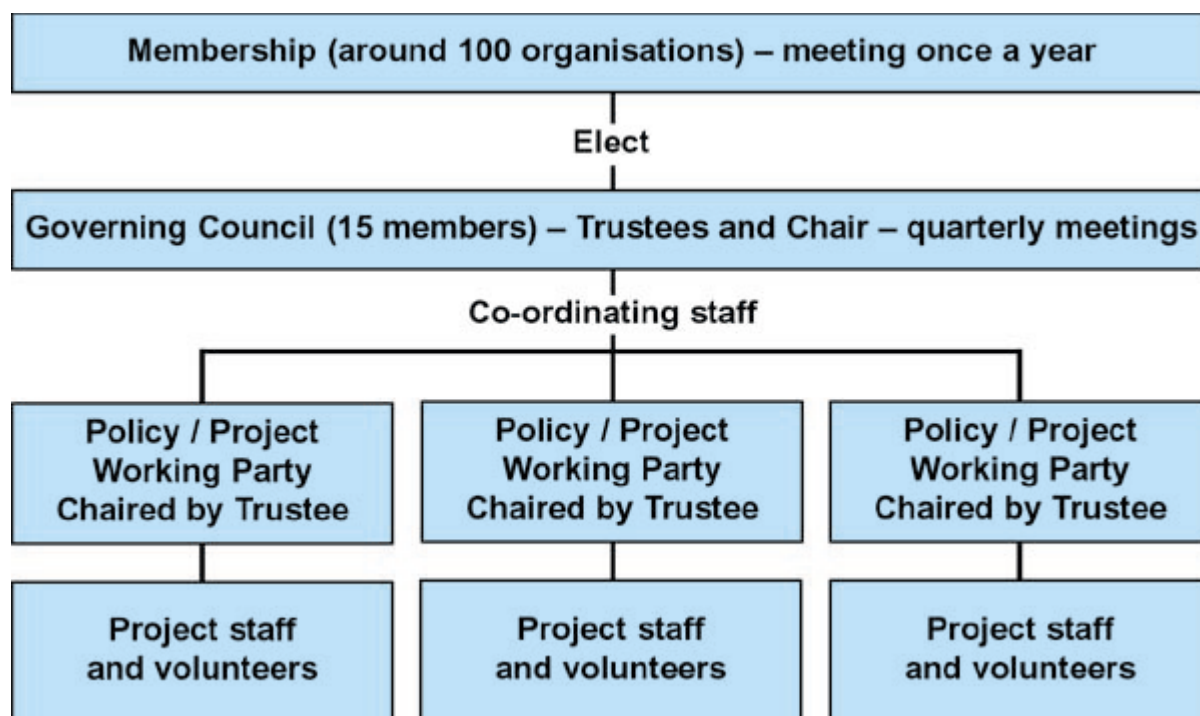
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## Trustees' Report: How we work, and what we do For the year ended 31 March 2012

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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 Becky Joynt and Nihad Alfulaij, 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:

A-Team Foundation  
Action Aid  
Association of Teachers and Lecturers  
BBC Wildlife Fund  
Big Lottery Fund - Changing Spaces programme  
Big Lottery Local Food Fund (various)  
British Heart Foundation  
Campaign to Protect Rural England  
City of Westminster  
Co-operative Group  
Covent Garden Market Authority  
Esmée Fairbairn Foundation  
European Commission (via Defra's Rural Payments Agency)  
European Fisheries Fund  
European Regional Development Fund (North West Europe (NWE) Programme)  
Fairtrade Foundation  
Friends of The Regent's Park

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## Trustees' Report: How we work, and what we do For the year ended 31 March 2012

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Golden Bottle Trust  
Greater London Authority (various)  
John Ellerman Foundation  
National Union of Teachers  
NASUWT  
Network for Social Change  
Organix Foundation  
Plunkett Foundation  
Polden-Puckham Charitable Foundation  
Sheepdrove Trust  
Tides Foundation (Patagonia Environmental Grants programme)  
Unison  
Unite the Union  
Waterloo Foundation

### *Communications*

Gavin launched a number of new and updated websites this year which utilise the power of the Engaging Networks online advocacy system to help our website visitors take action to support our work. These include the Food Legacy website; the Ethical Eats website (particularly the evolution of the Local Food Finder that helps food business find supplies of more sustainable food and drink); and a dedicated site to defend school food standards ([sosfood.org.uk](http://sosfood.org.uk)) that was promoted by celebrity chef, Jamie Oliver.

In addition, Gavin has developed applications that help to manage public subscriptions to events and information. A networks administration system, for example, allows people to join Sustain's networks and set up subscriptions in an entirely automated environment. There is also a Big Dig registration system for the Capital Growth project and there will soon be a revamped Food Co-ops finder.

Gavin and Becky have continued to produce a variety of beautifully designed print media for Sustain's projects, and our publications are downloaded in large numbers with regular accompanying donations.

### *Volunteers*

Sustain is delighted to be able to carry on recruiting high quality volunteers to undertake a range of worthwhile tasks in all areas of our work. Not only does Sustain benefit immensely from our 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**

The Coalition Government's austerity programme and the continuing economic difficulties mean that sustainable food and farming issues have to fight for public attention. Nonetheless, Sustain's high quality staff team maintains its excellent record in attracting media attention and, as the reports below demonstrate, some significant battles have been won in the fight for better food and farming.

### **Capital Growth and Capital Bee**

Capital Growth is the campaign to create 2,012 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. The Capital Growth team comprises Eloise Dey, Ida Fabrizio, Paola Guzman, Seb Mayfield, Amy Solomons and Sarah Williams, and during the year we welcomed Julie Riehl to the team.



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### Trustees' Report: How we work, and what we do

For the year ended 31 March 2012

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This year the Capital Growth campaign grew from supporting 917 spaces to having 1,693 spaces registered towards its target of 2,012 by the end of March 2012. There are now 20 London boroughs and 11 housing associations supporting the campaign. The annual survey of Capital Growth spaces (with 727 spaces responding) showed there are now over 60,000 Londoners involved across the network. Results also indicated that most spaces are located on local authority land (35%) with a significant number in school settings, and that a third of spaces are run by the voluntary sector, with a quarter run by schools.

#### *Support for spaces*

Through the year Capital Growth has supported members registered to the network with funding, giveaways and competitions. This has included four grants rounds, providing £97,000 of funding to 283 spaces. Other giveaways have included plants from two Chelsea Flower Show Gardens, as well as the AB Seed competition which celebrated food growing in education establishments. Fifteen projects were short listed with five winning prizes, including materials for their gardens and a chance to meet the Mayor of London. The campaign also gave awards to five garden heroes, through a competition launched in the autumn to celebrate individuals' commitment to their community projects.

2012 began with a cash giveaway to launch the largest Capital Growth competition to date, Grow for Gold, inspiring people to start a project for the Olympic year. A number of sites registered for the opportunity, and the winners were presented a cheque for £1,500 by Lord Coe (Chair of the Olympic Committee) and The Mayor of London on 23<sup>rd</sup> February. Over 100 groups registered for the competition and are receiving training and advice in the run up to the competition finale.

#### *Training and events*

The campaign continued to work with other local organisations involved in community food growing. This included funding 25 organisations to run networks in their respective boroughs. Their activities varied according to the local situation but collectively resulted in 39 events and 65 training sessions as well as a number of meetings with local landowners and organisations to promote food growing.

This year the Capital Growth training programme was extended to cover four sites with three other partners involved in running the courses. In total 68 sessions were run, benefiting over 642 people and covering a range of topics including growing in schools and planning an organic garden. Additional funding was received from The Friends of Regent's Park and London Borough of Westminster towards coordination and to help engage volunteers on our main training site in The Regent's Park. The programme for the year also included three tours of sites, themed around health, growing to sell and growing on rooftops, plus two tours organised as part of Edible Open Gardens Day (see below). Feedback on the training continues to be positive and a new training programme at The Regent's Park allotment garden for 2012 was launched in February.

Capital Growth members have been able to attend one of six networking events during the year, providing an opportunity to share ideas, and learn more about topics including links with the health service, employment, and enterprise, as well as general gardening information. Over 170 members participated in these events and 77 groups were able to receive a training session at their own site.

#### *Promotional activities*

Capital Growth has continued to promote community food growing throughout the year, both to engage volunteers and to inspire people to start their own projects. During summer 2011 Capital Growth ran, and was involved in, a number of events including the London Green Fair, a fundraising dinner at the East London Indian restaurant Café Spice Namaste, The London Honey Festival and The Regent's Park allotment garden harvest festival. On 3<sup>rd</sup> September the Capital Growth Edible Open Gardens Day took

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place with over 50 gardens opening to the public and walking and cycling tours of gardens, attracting over 1,000 visitors on the day.

Towards the end of the year, on Friday 16<sup>th</sup> and Saturday 17<sup>th</sup> March, our first Big Dig event took place. On the Friday, eight employee volunteer teams, totalling 98 people and including groups from Morgan Stanley, Wellcome Trust and City & Guilds, carried out a number of tasks, including planting a community orchard in Brixton. On the Saturday 53 spaces were visited by around 1,800 volunteers.

As a result of this promotional effort Capital Growth has attracted media coverage including on BBC London radio and in The Guardian, ITV London, The Big Issue, Time Out (online) & Stylist Magazine (online) and a full page feature article in The Metro, as well as a wide variety of local press. Capital Growth spaces also received three high-profile visitors, including a visit from the Mayor of London, Lord Sebastian Coe and the Duchess of Cornwall.

#### *Roots to work*

During the year Capital Growth has been testing ways to help groups to grow to sell, by providing ideas, advice, onsite training on planting plans, and links with restaurants. The team ran stalls for smaller producers to try selling their surplus produce, as well as training on pickling and jam and chutney making. Alongside Ethical Eats (see below), the team is encouraging local restaurants and cafés to 'Adopt a Plot', linking with a community group to grow produce to sell.

This year we also completed our research in partnership with the City & Guilds Institute for Skills Development. This culminated in a report entitled '*Roots to Work*', showing the links between food growing and employability. The report was launched at an event in December 2011 attended by people involved in the employment and training sector, and City & Guilds are continuing to work with the Capital Growth team and key growing projects.

#### *The Big Dig*

We are very excited that, at the end of March 2012, the government's Social Action Fund awarded funding to Sustain to co-ordinate The Big Dig project. We will be working with Brighton & Hove Food Partnership, the Federation of City Farms and Community Gardens, Garden Organic (in Coventry), Grow Sheffield, The Kindling Trust (in Manchester) and Middlesbrough Environment City.

This project builds on the pilot Big Dig event in March 2012 in London (see above) and on the expertise of all the partners in engaging volunteers and helping them to create and run community food growing spaces. From March 2012 to September 2013, together we will provide training and advice to around 5000 community food volunteers in these cities.

#### *Capital Bee*

At the start of the year project officer Mikey Tomkins had organised 51 communities - from schools, parks groups, allotments, business, and housing - in training across seven apiary sites in the capital.

To promote the importance of bees, Lida, part of advertising company Saatchi & Saatchi, designed *pro bono* a poster and animated viral and these ran on the London underground as well as on Sky TV. Capital Bee also organised a series of public film events to promote beekeeping to a wider audience. In August the campaign organised the London Honey Festival at the Royal Festival Hall, Southbank, as part of the 50<sup>th</sup> anniversary of the Southbank. The event was well attended, with over 600 people queuing up to taste London honey.

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### Trustees' Report: How we work, and what we do For the year ended 31 March 2012

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During September, October and November, Capital Bee ran a series of extra training events for our trainee beekeepers. One important event was run by Defra on bee health, and we also ran a session on natural beekeeping which looked at alternative methods of hive management.

As the year closed hand-made English red cedar hives, ordered during summer 2011, were being completed in Twickenham. Bee colonies were also ordered and over-wintered in south London. As this phase of the project came to an end, at the end of March 2012, Mikey checked that all the trainees had successfully completed their training. Only one was unable to do so (due to family reasons) and the remaining 50 collected their hives in early 2012 followed by the transfer of the bee colonies from their winter home, over two weekends. These new beekeepers will be encouraged to attend a series of beekeeping surgeries in summer 2012 where they can turn up at an apiary and talk through any problems with an experienced beekeeper.

Capital Bee also completed the first draft of a report on the potential for London to produce honey and other bee-related products and services. Working closely with Defra, this report brought together data on the capital's hives, their distribution, and the honey harvests.

It has been an exciting time to become a beekeeper in London as the hobby is on the increase. However training beekeepers is only the start of the story. The next phase of the campaign, funded by the City Bridge Trust and Patagonia, will be aiming to help bees by encouraging London to become pesticide-free and to plant more bee-friendly plants.

#### **Children's Food Campaign**

We were sad to say goodbye to Jackie Schneider and Christine Haigh who, between them, notched up almost six years with the campaign. Jackie left in the summer to go back to teaching, with Kawther Hashem stepping in to assist until the end of 2011. Christine left in January to take up a full-time role at the World Development Movement. Malcolm Clark stepped into Christine's shoes and was already a familiar face, having coordinated the Fairtrade London campaign from our office. . Malcolm works closely with Campaigns Director Charlie Powell who himself is a veteran children's food campaigner.

We are grateful to the British Heart Foundation for agreeing to fund a part-time post for the Children's Food Campaign for three years (the original funding period expiring at the end of 2011). We continue to try and secure funds to bring our campaigning capacity up to at least one full-time position.

#### *Cooking skills in schools*

To contribute to our efforts to keep cooking on the secondary school curriculum Zac Goldsmith MP tabled an Early Day Motion (EDM) which attracted 73 signatories. In January 2012, we co-ordinated a joint letter to Prime Minister David Cameron, signed by 29 organisations, but the PM's response said little beyond confirming that a decision has not yet been made about this issue. We continue to follow the progress of the National Curriculum review closely, aiming to retain practical cooking lessons for Key Stage 3 (age 11-14) pupils put in place by the previous Government, and expand this to earlier Key Stages 1 and 2 (age 5-11). The second stage of the curriculum review is due in mid 2012, and we are working with other organisations to plan a series of activities.

#### *Food growing in schools*

In early March 2012 the government-backed Food Growing in Schools Taskforce, which we helped to establish and also sat on (as a result of our 2010 report *Every School a Food Growing School*), published its final report. The report provided compelling evidence that food growing in schools is an "essential" method of improving children's health and wellbeing, as well as contributing to their education in areas such as science and maths. We welcomed the report, but

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### Trustees' Report: How we work, and what we do For the year ended 31 March 2012

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also criticised the government for its lack of commitment to implementing the Taskforce's recommendations.

#### *School food standards*

The academies established by the Coalition Government do not have to meet the food standards that are legally binding for other schools so we are campaigning, with others, to protect these standards. The issue first received media coverage after being raised by Jamie Oliver on BBC Breakfast in November 2011. Activity was stepped up in March 2012, with the launch of the Save Our School Food Standards website, developed and hosted by the Children's Food Campaign. It was launched with the Jamie Oliver Foundation, the Local Authorities Catering Association, School Food Matters, and the Food for Life Partnership and we encouraged supporters to ask their MP to sign a Parliamentary motion, EDM 2854, tabled by Zac Goldsmith MP. We plan to re-table the EDM after the Queen's Speech in May, alongside other campaign activity.

#### *Free school meals*

We continue to call for free school meal eligibility to be extended so that, at a minimum, every child living in poverty is entitled to free meals. We are grateful for some funding from the trade unions ATL, NASUWT, NUT, Unison and Unite, with whom we are calling for free school meals for all children from families receiving the new Universal Credit, once it is introduced in 2013. In September 2011 we produced a briefing which was distributed by the unions at each of the main party conferences.

We engaged with the Social Security Advisory Committee's review of passported benefits (which include free school meals) and attended their seminar on this topic in November. We are also part of the Department for Education's stakeholder advisory group on the new criteria and officials have accepted our analysis of the potential problems the new criteria will need to address. We set up an online action to enable supporters of the campaign to email the Department for Education directly to support our call to extend eligibility criteria, and will be encouraging people to respond to a consultation expected in early June 2012.

#### *Public health policy*

Our *The Irresponsibility Deal?* report, published in September 2011, examined the first wave of Responsibility Deal food pledges and concluded that a voluntary approach was unlikely to be successful because it could be - and already was being - ignored by the food industry. In October 2011 we were joined by other public health advocates in criticising the Department of Health's grossly inadequate obesity "call to action", and received considerable media coverage. For the Responsibility Deal's first anniversary, in March 2012, we highlighted companies which still had not become partners and/or signed specific food pledges. Once again we gained extensive media coverage of our criticism of the new calorie reduction pledge when it was published at the end of March. We believe it is significant that that Health Secretary Andrew Lansley is said to be personally aware of our criticisms.

#### *Food labelling*

We have been working with the British Heart Foundation (BHF) and a range of other health organisations to support traffic light labelling. We promoted an Early Day Motion and, following the completion of the European regulatory process, we signed a joint letter to Health Secretary Andrew Lansley asking him to implement a national traffic light labelling scheme. With the BHF and others we met Department of Health officials to discuss their position on food labelling, post-EU legislation, and to argue for traffic light labelling ahead of a forthcoming consultation.

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## Trustees' Report: How we work, and what we do For the year ended 31 March 2012

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### *Food marketing*

Over the August bank holiday weekend we attracted media attention with our report, *Soft Drinks, Hard Sell*, exposing misleading marketing of soft drinks to children and their parents. Then, over the quiet Christmas period, we released an exposé of 2011's "dodgiest junk food marketing claims". The story not only received extensive media coverage, but also resulted in Coca-Cola withdrawing an unsubstantiated claim from its Vitamin Water products, which had been highlighted in our research.

In December 2011 we also released a report, *The 21<sup>st</sup> century gingerbread house*, with the BHF, highlighting how junk food is marketed to children online, and calling for consistent regulation to protect children from junk food marketing in all its forms. Alongside the report, the BHF launched an online action for people to contact Media Secretary Jeremy Hunt to support our demands. In February 2012 we hand-delivered 54 separate complaints simultaneously (drawn from our joint report) to the Advertising Standards Authority (ASA), each concerning a website promoting products classified as high in fat, sugar or salt, and that clearly targeted children. Although this 'super-complaint' attracted lots of media coverage, the ASA response failed to engage with the substance of our complaints.

In the coming year we will continue to expose the ASA's inadequacies and we also plan to focus on junk food promotions at checkouts, as this seems (once again) to be a growing problem.

### **Good Food on the Public Plate**

Sustain is grateful to the Greater London Authority (GLA) for funding a final year of the Good Food on the Public Plate project. To co-ordinate this year's activities, Louise Maxwell Symington was recruited to work with Jon Walker, who continued to contribute his expert knowledge of sustainable food procurement while also working part-time on the Sustainable Fish City project (see below).

The project milestones agreed with the GLA this year have been exceeded, leaving a legacy that will ensure the continuation of this important practical work to promote sustainable food in London's public sector organisations. The project's main activities and achievements of this year are outlined below.

- Support was given to the 'London Cluster' buying consortium to prepare new tenders for collaborative contracts for grocery and frozen food, which will be let later in 2012. The contracts will each be worth around £4m per year and have a range of sustainability requirements, including sustainable fish, free-range eggs and fairly traded beverages. To continue to develop this collaborative approach, and ensure that cost-saving benefits are available across all London boroughs, the project advised on a funding bid to the GLA for a Collaborative Food Procurement Officer post based at the London Borough of Havering.
- Good Food on the Public Plate's 'Healthy and Sustainable food policy' was reviewed and updated to include guidance on healthy and sustainable portion sizes for meat and dairy and guidance on the sustainability of tinned tuna. Organisations that the project has helped to improve the quality of food supplied by their contract caterers include the London Fire Brigade, University College London, University of East London, Brunel University, Institute of Education, Birkbeck College, Imperial College and Kingston University.
- In recognition of its work with the University of Greenwich, the project received a 'Working in Partnership Sustainability Award'. Following advice to People and Planet's Green League, universities across the UK have now adopted sustainable food policies. In addition, the project helped the London Borough of Tower Hamlets and Westminster School Academy to develop policies to improve their food.

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### Trustees' Report: How we work, and what we do

For the year ended 31 March 2012

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- Fifteen public sector organisations across the capital, including many universities and colleges, have set sustainable fish standards as a result of working with the project. We also organised a successful sustainable fish workshop in October, attended by more than fifty public sector chefs and contract managers at Billingsgate Market.
- Thirteen organisations, including some London hospitals, have hosted 'Feel Good Food Days' where Louise helped them to showcase the sustainable aspects of the food they serve to their customers. Successful themes included the promotion and consumption of less but better meat and sustainable fish.
- The third Good Food on the Public Plate Awards to celebrate good practice was held on 15<sup>th</sup> March and hosted at City Hall by Rosie Boycott, Chair of the London Food Board. The well-attended and inspiring event involved 32 public sector organisations being presented awards, with additional categories this year for Real Bread and for the Food for Life Catering Mark.
- A report, *Providing good food in schools – how to do it with, or without, local authority help* was completed, and should be published in summer 2012. It provides recommendations and guidance for London's boroughs and schools about how to best ensure the provision of sustainable food. Background research found that there are clear advantages from local authority school meal service support in terms of quality, value for money and improved sustainability of the food served. A marketing guide, *Good food at great prices for in-house caterers*, to encourage schools and local authorities to join the 'London Cluster' buying consortium will also be published shortly.

As funding will not continue post-March 2012, this marks an end to over ten years of Sustain's hands-on work to increase the proportion of healthy and sustainable food in meals served by the public sector. However, Good Food on the Public Plate's website will continue to provide information to help all London's public sector organisations aiming to serve good food.

### Good Food for Our Money

The Good Food for Our Money campaign this year reached a successful end to its three-year funding from the Esmée Fairbairn Foundation. However, we were delighted to be able to retain the campaign expertise of Alex Jackson because, in December 2011, the Foundation agreed to fund a new phase for the campaign, calling for the introduction of legally binding standards for hospital food.

#### *Seafood campaign success*

Last year we campaigned to change the fish criteria in the Government Buying Standards (GBS), which were published by Food Minister Jim Paice in June 2011. We were very pleased that our campaigning led to the inclusion of a requirement that 100% of fish had to meet the sustainability standards already adopted for the London 2012 Olympic and Paralympic Games (upon which we advised extensively). This stops central government from buying endangered fish, and means that they must promote the best by requiring that fish meets the UN FAO's Code of Conduct for Responsible Fisheries, is certified sustainable by the Marine Stewardship Council, or identified as 'fish to eat' by the Marine Conservation Society.

Before our campaign, government had stipulated vague sustainability standards that would apply to only 60% of fish bought by central government. This improvement in the fish criteria in mandatory standards represented a fantastic success for the Good Food for Our Money campaign, and means that £1 in every £3 of taxpayers' money spent on fish in the public sector is now guaranteed to be invested only in sustainable fishing. We could not have achieved it without the help of our campaign supporters, particularly the Marine Stewardship Council, Marine Conservation Society, Greenpeace, Hugh

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Fearnley-Whittingstall's Fish Fight campaign, Environmental Justice Foundation, Fish2Fork, Shellfish Association of GB and Sustain's Sustainable Fish City campaign.

#### *End Cage Cruelty*

In August 2011 we launched *End Cage Cruelty* which called on central government to buy only cage-free eggs. This can be easily achieved by improving the specifications in GBS which currently state that all eggs have to be laid by hens living in so-called 'enriched' cages as a minimum standard. Through our campaign web and Facebook pages we encouraged our supporters to send a message to government. Each message was sent simultaneously to every Government Minister asking them to ban cage-eggs from catering in their own departments, and putting pressure on Food Minister Jim Paice to change GBS.

With help from our supporting organisations, including RSPCA, Compassion In World Farming, Slow Food UK, Soil Association and WSPA and OneKind, more than 2,200 people 'liked' our Facebook page and around 3,500 people sent a message to government. We also created a campaign postcard for people to send to Agriculture Minister, Caroline Spelman. With the help of the RSCPA, some 17,000 postcards were distributed to more than 100 RSPCA branches across the country.

Although End Cage Cruelty has not yet achieved its objective it has raised public awareness about the problems associated with 'enriched' cage eggs and generated a huge amount of public support for the cause which we can now harness for the next phase of the campaign.

#### *Media*

In December 2011 we published a new survey showing that more than eight out of ten people would support compulsory standards for hospital food. The survey also found that seven out of ten people are unaware that hospital food in Wales already has to meet compulsory nutritional standards but hospital food in England does not. Campaign Co-ordinator Alex Jackson was interviewed live on the BBC Radio 4 Today programme to discuss the survey results, which generated additional coverage in the Daily Mail and a number of local radio stations.

#### *Sick of Nasty Meat*

In January 2011 we launched a new petition, *Sick of Nasty Meat*, asking government to introduce legally binding nutritional, ethical and environmental standards for all meat served in the public sector. Doing so would mean that the public sector would buy and serve less, but better, meat, leading to health and environmental benefits. Although we had little time at the end of this phase of the project to promote this new petition, we were pleased that hundreds of people signed up.

#### *Campaign for Better Hospital Food*

Now that national mandatory food standards are in place for one third of the public sector, alongside legislation to improve the nutritional quality of school food, hospital food is now the largest remaining realm of public sector food with no obligatory food standards, other than food safety. We were therefore delighted to receive new funding from the Esmée Fairbairn Foundation for a new three-year campaign calling for the introduction of compulsory standards for hospital food.

Having taken supporters of the Good Food for Our Money campaign with us, we are delighted to have already secured the support of eleven more organisations for the new campaign by the end of the year: Action Against Allergy, British Dietetic Association, British Institute for Brain Injured Children (BIBIC), CLIC Sargent, Cystic Fibrosis Trust, Diabetes UK, National Kidney Federation, People & Planet, Plan Zheroes, The Grasslands Trust and Waste Watch.

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The campaign's first important task will be to persuade an MP drawn in this year's Private Members' Bill Ballot, which takes place in May 2012, to take forward our 'Transforming Hospital Food Bill' (working title).

#### **London Food Link**

Ben Reynolds, as Network Director, said goodbye in December 2011 to network administrator Georgie Knight, and welcomed her replacement, Ross Compton. Between them they organised three network events, at Cecil Sharp House (Camden), Happy Kitchen (East London) and the Islington Barn (North London). Each event attracted a lively and varied crowd including restaurateurs, food growers, caterers, food entrepreneurs, food campaigners and representatives from London local authorities, and the last event, in March 2012, was a sell out.

In November 2011 we published the *Good Food for London* report, written by Policy Director Kath Dalmeny with the enthusiastic support of a wide range of organisations, including several members of the London Food Board. The report ranks all 33 of London's local authorities on issues such as community food growing, Fairtrade, public sector procurement, healthier catering, and managing food waste, and highlights good (and not so good) practice on a series of attractive maps. With one borough scoring full marks (Islington) and another achieving only half a point out of a possible seven (Hillingdon), the report has already provoked many to take action. We are aiming to update the maps in 2012 and also include some new food issues.

In late 2011, we compiled a collection of popular food policies which we wanted the new London Mayor to implement. The document, *Menu for Change*, was sent to all Mayoral candidates and we were very pleased to note that the four leading candidates all included food issues in their manifestos.

#### *The Jellied Eel*

Four issues of the Jellied Eel magazine have been produced by London Food Link in partnership with B.I.G. Media. With a focus on London's ethical food scene, editions have covered food waste, meat, London honey and a range of other local produce. We also ran a best local farmers' market sausage competition which saw a significant increase in traffic to the Jellied Eel website and hundreds of votes cast. The 20,000 copies go to subscribers and over 130 stockists – a range of ethical food outlets around the city, with an estimated readership of 50,000.

#### *Ethical Eats*

This Beacon project for the Big Lottery's Local Food Fund continues to advise London's restaurants and 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 Emily Crawley left in August to move overseas, and was replaced by Kelly Parsons. Project anchor, Charlotte Jarman, went on maternity leave in July, and Duncan O'Brien was appointed as her cover.

The reach of the Ethical Eats network increased significantly this year, with almost 1,000 people now receiving its fortnightly e-bulletin. The project's Twitter following has more than doubled to around 1,400 since April 2011, and its number of Facebook fans has also doubled to over 200. The Ethical Eats website has also been revamped, along with the Local Food Finder. Ethical Eats sat on the judging panel for the food category of the Considerate Hotel of the Year Awards in May 2011, and was also involved in judging the 2011 Soil Association Organic Food Awards.

#### *Events for caterers*

As in previous years, Ethical Eats has run or participated in a wide range of events for chefs, caterers or restaurateurs, including the following:



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- A visit to LEAF-marque accredited Laleham Farm, in Middlesex, involving an early morning tour of wholesaler New Covent Garden Market, a tour of the farm, and a meal in a local pub made with the farm's produce.
- The London Honey Festival, where 15 restaurants created London honey menu specials and championed London honey to their customers. The event, held in the South Bank Centre, featured 30 stalls showcasing the 2011 honey crop, and was attended by hundreds of Londoners.
- A Nose-to-Tail butchery workshop at new community enterprise Central Street Cookery School, bringing together chefs, butchers, culinary experts and local caterers, to learn about animal welfare, explore whole-animal butchery, and try cooking with lesser-used cuts to reduce food waste.
- A panel session on sustainable festival food at the 'Green Events and Innovations' conference held by trade body, A Greener Festival. This is a key event for the sustainability managers of music and other outdoor events, and a significant number of people from high-profile festivals attended. Ethical Eats curated the showcase panel on food, focusing on why festivals should be addressing the sustainability of their food, and provided practical advice and support on how to do so.

### *Community events*

The project has also run, or been involved with, a number of community-focused events:

- A group of chefs and restaurateurs visited an organic community growing site in North-East London in 2011 to sample the produce and find out more about the project and the business benefits of buying local.
- The Ethical Eats Restaurant Ramble returned in 2011, with members of the public visiting three top-quality vegetarian restaurants during the course of a dinner, to highlight the capital's meat-free dining options.
- The project officers hosted a session at an Institute of Hospitality event in November. The event was devised to educate catering students about sustainability and provided a good opportunity to interact with some 100 students attending.
- Ethical Eats spoke at the November Fairtrade London conference, on how best to encourage the food service industry - in particular hotels - to buy more Fairtrade products.
- The project ran a 'Twitter Conference' on ethical meat. Cookery writers, chefs, butchers, suppliers, consumers, and campaigners took part in a virtual debate, where issues surrounding the need to eat less but better quality meat, and increase nose-to-tail eating were discussed under the hashtag #ethicalmeats.
- Ethical Eats provided assistance at the high profile 'Feeding the 5,000' food waste event in Trafalgar Square in November 2011. A directory of food waste contractors, created by partner LRS, was used to create new material on a website, which was launched at the event.
- January's Adopt-a-Plot showcase – held with the Capital Growth project – gathered 25 chefs and restaurateurs together with London community food growers to discuss desirable varieties, supply logistics and pricing information for summer 2012.

### *Future plans*

Following on from the March 2012 Nose-to-Tail Butchery and Cookery Workshop, during 'Nose-to-Tail Fortnight' planned for May 2012, restaurants - including the attendees of the workshop - will be encouraged to embrace nose-to-tail eating, by creating menu specials featuring offal and other forgotten cuts. These will be promoted to diners and the press. Also in May, Ethical Eats will run a workshop on food sustainability for festival and street-food caterers, at New Covent Garden Market wholesale market. The event will include a 'meet the supplier' session, where local-to-London producers will be invited to show their wares to caterers.

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Plans are underway for a campaign to reduce the waste of cosmetically-imperfect fruit and vegetables, by investigating how this produce can be used by the catering sector in London. Also in development is a 'Better British Breakfast' campaign, to tie in with the London 2012 Olympic and Paralympic Games activities, in conjunction with the Considerate Hoteliers and the Green Tourism Business Scheme. Hotels in London will be encouraged to improve their breakfast and a model breakfast, featuring higher welfare sausages and bacon, free-range eggs, organic milk, Fairtrade coffee, tea, sugar, and local/organic/Fairtrade juices is being devised, along with a database of potential suppliers.

Ethical Eats will continue to work with Capital Growth to match community food growing spaces and restaurants as part of the Adopt-a-Plot scheme, and a follow-up event – Urban Food Week – is being planned for September, to highlight the ultra-local supply relationships to diners and the media. Building on last year's London Honey Festival, Urban Food Week will also see Ethical Eats - working with Capital Bee - help a number of restaurants to adopt a local community beehive and then promote local London honey menu specials.

Finally, at the start of 2012, Ethical Eats joined GreenCook - a food waste reduction project comprising 13 partners from northern European countries, collaborating to reduce food waste.

#### *Fairtrade London*

Sustain continued to host the Fairtrade London campaign but, in November 2011, Malcolm Clark came to the end of his contract and, due to lack of funding and changes at the Fairtrade Foundation, it was not possible to renew the contract. In the 15 months that Malcolm had been running the campaign it had notched up an impressive number of successes and a full report, along with recommendations for the future of the campaign, was provided to the steering group for the initiative. Below are just a few of the highlights from the whole period:

- A very large number of successful events were held throughout the year, including a Red Carpet Fairtrade experience, the first Fairtrade Ramadan, and a number of workshops for campaigners
- An expanded London Fairtrade Guide was published, with around 90,000 distributed across the capital
- The number of registered Fairtrade schools almost doubled during the year
- Infrastructure for the campaign improved, including the campaign website and social media

Towards the end of the project Malcolm gave a talk at St Mary's University College, Twickenham, to encourage staff and students to develop connections with South African Fairtrade ahead of their hosting the South African Olympic team next year. Specially commissioned Fairtrade Diwali cards – produced free by suppliers of Fairtrade spices and cooking ingredients, Steenbergs Organic – were distributed at the Mayor's 'Diwali on the Square' celebration and via supporters. The annual campaigners' workshops took place at City Hall on 7 November, with over 80 people attending. Malcolm and a team of committed volunteers also ran a stall at the annual Salvation Army Christmas Fayre in December and also at a Bloomberg HQ event.

Even while Malcolm was on annual leave, for several weeks during November, he was studying Fairtrade in South Africa! He organised photocalls as part of the campaign to encourage the Rugby Football Union and the organisers of England 2015 Rugby World Cup to adopt (and exceed) the London 2012 Food Vision standards on Fairtrade. The campaign continues, albeit in a different form, and Fairtrade London volunteers, based at the Fairtrade Foundation's offices, continue to help with Fairtrade activities in the capital.

#### *Olympic food and Food Legacy*

Throughout 2011, Sustain continued to provide a point of contact for media enquiries and food organisations interested in food standards for catering at the London 2012 Olympic and Paralympic

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Games. Sustain's policy director Kath Dalmeny coordinated nine food sustainability certification bodies named in the London 2012 Food Vision catering standards, including at several joint meetings with the London 2012 organisers (LOCOG), and in letters raising particular areas of concern. With menus for London 2012 signed off by the International Olympics Committee as late as November 2011, certification bodies were concerned that claims for sustainable products may not be achieved in time.

LOCOG agreed that the certification bodies could have privileged access to the London 2012 menus in January 2012. We are delighted that there will be free-range shell eggs in all Games catering. Some high-profile venues, such as the media centre and Athlete's Village, will also have a high proportion of Red Tractor, British and seasonal food; Fairtrade coffee, tea, sugar, bananas, oranges and white wine, as well as some of the cocoa and chocolate, plus a high proportion of RSPCA Freedom Food pork and chicken.

Verifiably sustainable fish continued to prove a challenge and Sustainable Fish City and project partners Seafood Choices Alliance and Marine Stewardship Council undertook extensive work to help LOCOG and its caterers achieve a sustainable fish standard for all wild-caught fish. We are also pleased to report that, after lengthy negotiations, logos of the Marine Stewardship Council, Red Tractor and Fairtrade Mark, as well as a statement on free-range shell eggs, will appear on public-facing menus at the Games, which will help to raise their profile with an international audience.

However, Sustain and other food organisations involved in the London 2012 Advisory Group were increasingly concerned about lack of progress by the London 2012 organisers towards their promise to establish an Olympic Food Charter to encourage a sustainable food legacy from London 2012. Kath re-submitted a proposal (originally submitted in 2009) to establish a dedicated Food Legacy project, aiming to achieve healthy and sustainable food commitments from a range of influential caterers and institutions, inspired by the London 2012 Food Vision.

This resulted in the Business & Commerce implementation group of the London Food Board helpfully allocating funding from the Greater London Authority food programme. Additional contributions were provided by Covent Garden Market Authority, and facilitated by the Russell Partnership, catering advisors to London 2012. Thus from October 2011, we were able to develop campaign materials, a Food Legacy pledge and campaign plan, and confirm support from a wide range of food organisations, industry bodies and government representatives. In January 2012, we recruited project officer, Melissa Hayles.

Melissa and Kath have since been busy winning the support of a range of public and private-sector catering organisations for Food Legacy standards inspired by the London 2012 Food Vision. This has already proved an excellent vehicle for promoting the work of Sustain's members and food certification bodies, and enhancing the work of other Sustain projects such as Ethical Eats and Sustainable Fish City. For example, as part of the Food for Life Catering Mark's partnership with Food Legacy, Food for Life agreed to update their standards to include healthy eating, provide free drinking water, and exclude endangered fish at the Bronze level of the award. This will improve school food procurement standards in 17 London boroughs, in 4,700 schools nationwide and also in all future Food for Life Catering Mark institutions.

Food Legacy and the influence of London 2012 has also proved its worth in gaining interest from high-profile caterers, venues and events organisers. We have already had a range of very positive meetings and pursued follow-up work with, for example, the Glasgow 2014 catering team and with the CEO for the Rugby World Cup 2015 to encourage them to adopt London 2012 Food Vision standards. We have also met with organisers of the Greenwich Festival, Potters Field Live Site, and Blackheath Olympics Festival who have all agreed to work with London 2012 Food Vision standards for their events programmes, as well as with large venues, events organisers and sites with food outlets, including the

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Southbank Centre, the Peninsular Festival, the Thames Festival, Real Food Festival and Real Food Markets. Other caterers that have expressed an interest in adopting a food legacy pledge include Harbour & Jones, venue caterer for St. Paul's, Royal Academy of Dramatic Arts (RADA) and Cutty Sark, and large caterers Eden, Elixir, BaxterStorey, Sodexo, Weatherspoons and ISS Eaton Group.

Because the Food Legacy programme is seeking to influence influential sectors, we have worked with the Ethical Eats project to develop Good Food Guidelines for festival organisers. We have already received the enthusiastic support of trade bodies such as A Greener Festival, the Independent Association of Festivals, Julie's Bicycle and the Nationwide Caterers Association. In January 2012, Kath also presented to 200 delegates at the Food Consultants Services International conference at QEII Hall, Westminster, resulting in several useful contacts among consultants who advise the catering industry on contracts and issues such as food sustainability, and a positive five-page feature in *Cost Sector Caterer* magazine.

While the London 2012 Food Vision provides the basis for the Food Legacy pledge, we also recognise that it is a starting point, and that standards need to improve. This is reflected in our communication materials, and also in our encouragement for caterers to join schemes such as the Food for Life Catering Mark and Sustainable Restaurant Association. We have also updated our own materials, since the 2009 publication of the London 2012 Food Vision. These now include the Healthier Catering Commitment devised by the Chartered Institute for Environmental Health, environmental health officers and NHS London, and also Anaphylaxis Campaign guidance on food allergy risk assessment for caterers.

In the coming year we are hoping to obtain the signature of Olympic supremo, Lord Sebastian Coe, encouraging universities, schools and hospitals to take the Food Legacy pledge to improve their food standards.

### **Making Local Food Work**

Sustain is part of the Big Lottery funded Making Local Food Work (MLFW) national programme, running from 2007 to June 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 is coordinated by the Plunkett Foundation. Each of Sustain's strands, described below, is working with a wide range of community-based food enterprises around the country, to help communities take more control of their food and where it comes from.

#### *Food Supply and Distribution*

During the past year all of our project partners have completed their projects funded by this programme. Key pieces of work undertaken by our partners included:

- Colne Valley Food in Uxbridge, Middlesex launched their online box scheme using the newly created IT system developed with Sustain's help
- Five new box schemes have been established by Growing Communities' start-up programme and over 2,000 boxes of organic food have already been provided to customers
- Manchester Veg People, the growers and buyers co-operative, started supplying the University of Manchester, providing over 17,000 portions of vegetables, and is now writing a guide for other communities interested in setting up co-operative growing and buying groups
- Moss Brook Growers grew over five tonnes of vegetables during the 2011 growing season, and is now writing a manual for other communities seeking to set up organic horticulture enterprises
- Food Chain NE moved to a new site as part of an asset transfer arrangement with Newcastle Council. The space includes existing raised beds and two polytunnels. They are now working on a business plan for the next phase of development.

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As national co-ordinator of this strand, which finishes at the end of March 2012, project officer Clare Horrell has provided extensive assistance to these groups. She also led on the following pieces of work:

1. Films: Three films were made, documenting the work of Organiclea in Walthamstow, East London, and various of our project partners in Manchester, and Food Chain North East in Newcastle.
2. Workshops and events:
  - Local Action on Food held two pricing workshops for growers in London and Manchester. The workshops looked at the problems faced by growers in setting a price for their produce and provided them with a detailed analysis of costs that they could take away to help them develop their own pricing model.
  - A conference on Food and Spatial Planning was held in July 2011. The lively and well received event held at University College London (UCL) drew 90 delegates, a mixture of local authority planners, health professionals and community food organisations. The role of planning was explored in relation to retail diversity, health, and food growing. Delegates gave overwhelmingly positive feedback about the event with one commenting "many thanks for a life-enhancing conference"! We have also been working with the Campaign to Protect Rural England (CPRE) to run a number of events around England to present the CPRE food web mapping research and use the research to explore issues around food and planning.

### 3. Reports:

The Food Supply & Distribution strand commissioned several pieces of work aiming to help community food enterprises overcome challenges to establishing viable businesses, including:

- *Information Technology and small scale food organisations: Is IT a nightmare?* This documents our experience of trying to build a common IT system for community food enterprises to handle ordering, databases, stock management and payments.
- *Growing Manchester's Veg People*. This report details the development of Manchester Veg People, the first food co-operative involving food growers with food buyers.
- *The story of Moss Brook Growers*, detailing the development of this organic horticultural growers' co-operative.
- *Food & Finance*. This reviews how small-scale food organisations have financed themselves, looking at a range of case studies.
- *A Healthy Profit*, a guide on how to price the food community groups grow and make.
- *Growing Communities: manual of monitoring and evaluation*: This details how the organisation monitors its work, to help others show the many benefits of what they do.

In addition, the external evaluation of the strand, carried out by Dr Stuart Jones of the University of Glamorgan, was completed and published. Over the next couple of months we will be putting together the final report on the strand to submit to the Big Lottery.

### *Food Co-ops and Buying Groups*

Project officer Maresa Bosano supports and promotes food co-ops in the London area and also co-ordinates a team of part-time advisors in each of the eight English regions. This has been the final year of the Food Co-ops and Buying Groups project so Maresa and the advisory team have spent a lot of time focussing on evaluation, monitoring and reporting alongside the usual activities.

In particular, the food co-ops advisers have continued to provide advice, support and materials to new and existing food co-ops. In total we have now worked with over 400 food co-ops, double our original target of 200 and have helped over 150 new food co-ops to start. All of the materials that are available

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to food co-ops, i.e. the Food Co-ops Toolkits, banners, leaflets and bags, have been reprinted and we have continued to send them out to groups across the country.

The regional food co-op advisers have also carried on organising a range of regional events and training courses, including:

- Getting Started food co-ops events in Sheffield and Chesterfield
- Food co-ops networking events in London, Liverpool, Bristol, Nottingham, Canterbury and Sproughton
- Basic book-keeping training for food co-ops in Manchester and London
- Bread-making workshops in Bristol, Sheffield, London and Manchester, working with the Real Bread Campaign
- Visiting Infinity Foods, SUMA and Essential wholefood wholesalers
- Holding an open day at True Food Co-op in Reading, and a Veg Vans networking event in Manchester
- Running popular and well-received study visits to food co-ops around the country

We have produced four films, available on our YouTube channel and Vimeo, that can be used to promote food co-ops. The films are of Windmill Community Allotment Project in Margate, Real Food Store in Exeter, True Food Co-op in Reading, and Brighton and Sussex Student Food Co-ops. Food co-ops including True Food Co-op, Dandelion Food Community and South Birmingham Food Co-op were also featured on the Radio 4 Food Programme at the beginning of 2012. Maresa helped to organise these contacts and was also interviewed for the programme. We have also been liaising with ITV Tonight, so later in 2012 we may feature in a television programme on food co-ops.

The Food Co-ops website has been redesigned to make it easier to navigate and, since the launch of the original website in spring 2009, there have been well over a quarter of a million page views (280,000). The Food Co-ops pages are among the most popular pages on Sustain's website and, following media coverage, web visits rose from an average of 200 to 500 per day, up to around 2,300 per day.

We have continued to work with the student environmental organisation People & Planet to promote student food co-ops. We carried out training for around ten universities at People & Planet's offices in Oxford and ran a joint workshop at the Shared Planet event in November and have held several student food co-ops networking events. All new student food co-ops were given start-up packs containing Sustain Food Co-op materials, and People & Planet have produced new food co-ops marketing materials which were made available via their popular website.

Finally, we have attended meetings at the Government's Department for Business, Innovation and Skills (BIS) to discuss work to promote the concept of collaborative purchasing and our Food Co-ops Toolkit was used by BIS to help them develop their Buy Better Together guide.

#### *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 worked closely with Local Action on Food project officer, Polly Higginson. Polly left us in December 2011 to start a global adventure and to pursue her career as a chef, so Ross Compton stepped into her shoes, combining this role with his work on London Food Link (see above).

The Local Action on Food network continued to provide monthly and quarterly updates on news, events and opportunities happening on the local food scene, and helped to promote events and reports produced by the Making Local Food Work programme.

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Having received support from the Royal Town Planning Institute (RTPI) to promote the *Good Planning for Good Food* report, the network worked closely with the Institute to organise a joint conference. The Food and Spatial Planning conference, held in summer 2011, explored the role of planning in retail diversity, health and food growing and attracted 90 very satisfied delegates, who were a mixture of local authority planners, health professionals and community food organisations.

During the year, pricing workshops for growers were held in London and Manchester to look at the issues faced by growers in setting a price for their produce. Participants were given a detailed analysis of costs that they could take away to help them develop their own pricing model. A report, *A Healthy Profit*, was produced as a result of these workshops.

Local Action on Food also produced *A Growing Trade* report, documenting opportunities for small-scale food growers and community food growing projects to trade food. This was produced in the context of many food growing projects coming to the end of their funding from, for example, the Big Lottery's Local Food Fund, and needing to ensure their long-term viability. The report received very positive coverage in *The Independent* and elsewhere.

#### **Organic sector development**

Sustain has continued to manage the finances for the Why I Love Organic campaign, on behalf of the organic movement. This is a very complex project, funded by the European Commission and matched with funding from a wide range of organic businesses, and alongside tough reporting procedures there are also issues such as currency fluctuations to deal with. Consultant Catherine Fookes therefore works closely with Sustain's Finance Director, Quoc-anh Tran, also supported by the Organic Trade Board.

The campaign, launched publicly in January 2011, continues until September 2013 and has already had a positive impact – both in rebranding “brand organic” to broaden its appeal, and also in helping stem the sales decline that organic food has been experiencing during the recession. At the time the promotion programme started, the organic market was declining by 15% a year. Whilst still in decline, this figure had reduced to 8% after the first six months of the campaign's activity and by the end of the first full year, to 4% (Kantar World Panel, 2011).

A Daily Mail article showed that organic baby food is bucking the recession with growth of 44%, and had a positive mention for the Why I Love Organic Campaign. “...The sales decline is slowing, thanks in part to increased promotional support and enthusiastic commitment from younger adults. The launch of the “Why I Love Organic” campaign suggests the industry is finally getting to the root of the problem – clarifying to consumers what organic is and why it is worthy of their money.” Other media coverage has been similarly positive.

The campaign adverts appeared 32 times in the first year in ten magazines such as BBC Good Food, BBC Radio Times, Heat and Sainsbury's Magazine. Our target was for 67% of our specific audience to see the campaign over four times and we achieved 70%.

#### *PR coverage*

An organic recipe book was launched in Organic September 2011, featuring celebrities such as Kate Humble, Raymond Blanc and Lorraine Pascale. It is now on sale at Waitrose and has been very well received, generating many press articles, including featuring in the Huffington Post's top 20 cook books of 2011.

A total of 55 press releases were issued during the year and the campaign also attended the Real Food Festival. Some 3,000 leaflets were distributed, leading to 500 people adding their “reasons to love” organic to the website and 255 people signing up for the e-newsletter. Our target was to get 198 articles

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in the press in the first year and we achieved 207, with an estimated circulation of 149 million. This represents an impressive return on investment of 1:10.

The website has had over 20,000 hits throughout the year and 65,000 page views, and was very positively received as a consumer friendly website to get information on organic.

#### *The campaign's second year*

Before the second phase of the campaign goes live, we will be sharing the plans with the 90 companies who have pledged money so that they see how their investment is being used, and how they can help amplify the campaign in their own communications. The refreshed campaign: Organic, Naturally Different, comes to life on the London underground on 14<sup>th</sup> May. Our three ads will be at 65 underground stations in total and there will be animated versions of the ads, projected - following negotiation - free of charge at Waterloo, Victoria, Paddington, Liverpool Street and Holborn.

As well as two weeks of posters on the underground, the campaign, "Organic, Naturally Different," will also be linked to a Mumsnet microsite. The microsite will contain exclusive footage of our launch event – an organic debate to be chaired by John Craven, with speakers such as award-winning rapper, Speech Debelle, and Craig Sams of Green & Black's chocolate fame. Once again national Organic Month – September 2012 – will be a focus for the campaign and plans include digital advertising with Sainsbury's online, encouraging people "at the till" to switch to organic.

#### **Real Bread Campaign**

Project officer, Chris Young, continues to meet and often exceed the targets in this campaign funded by the Big Lottery Fund's Local Food scheme. *Breadcrumbs*, our e-newsletter, now goes to more than 7,000 supporters, and Campaign members can enjoy in-depth articles in the quarterly magazine *True Loaf*. During 2011 our membership reached a peak of 750 people, with an average of 52 people either starting or renewing their membership each month. In November 2011, we introduced an automatic annual subscription option, and also introduced gift membership and a discounted rate for people who join more than one Sustain network.

We also take advantage of social networking to help raise awareness for the Campaign and build our membership. By the end of March we had more than 8,000 followers on Twitter and more than 1,500 on Facebook. This success is driven in part by our high media profile, which continues to build awareness for the Campaign. The Campaign web pages are consistently the most popular pages of Sustain's website, with over one million page views since the Campaign launched in 2009.

#### *Bakers' support*

The second print run of 500 copies of our book *Knead to Know: the Real Bread starter* has now sold out, taking the total to 1000. This smashed our original target of producing 'a support pack for 100 would-be professional Real Bread bakers' by a factor of ten and we continue to receive donations from people downloading the PDF version available on our website. Our survey of 100 *Knead to Know* readers found that 22 had started a Real Bread enterprise since the book was published, and a further 39 were planning to do so.

In October 2011 we launched The Real Bread Loaf Mark, allowing bakers to advertise – and shoppers to see at a glance – which loaves meet the criteria for what the Campaign calls Real Bread. By the end of March 2012, around 70 bakeries had signed up to the scheme. This includes the nationally-available brand Cranks, disproving the myth often touted by industrial bakers that it is impossible to bake loaves on a large scale at a competitive price without artificial additives.



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## SUSTAIN: THE ALLIANCE FOR BETTER FOOD AND FARMING

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### Trustees' Report: How we work, and what we do For the year ended 31 March 2012

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In November, Benier UK hosted a Real Bread baketogether for us to guide people considering starting a microbakery. The day included bread making, as well as advice on equipping a bakery, and the opportunity to chat to new and established bakers. We continue to advertise jobs in Real Bread bakeries, help would-be Real Bread bakers find voluntary placements; and enable people to find Real Bread locally using our Real Bread Finder map.

#### *Schools*

The number of schools in which Real Bread making has been taught, thanks to our work, has jumped since our last report from 18 to at least 80, just 20 short of our June 2013 target. Many of these have been run by Chefs Adopt a School, a project of the Academy of Culinary Arts. As our *Lessons in Loaf* pack has been downloaded more than 400 times from the Times Educational Supplement website (and we are unable to find out just how many copies have been downloaded from the Guardian's Teacher Network site), the total number is sure to be much higher. In January 2012, Katie and Giancarlo Caldesi ran a workshop at their cookery school in Marylebone for sixteen teachers in support of *Lessons in Loaf*.

Last year, of the 240+ schools and community youth groups that enquired about our free *Bake Your Lawn* organic wheat seeds and *grow it, mill it, bake it, eat it* guide, around 40 actually applied for the offer. Following the launch by Campaign ambassador and star of Channel 4's *The Fabulous Baker Brothers*, Tom Herbert, this year we received and fulfilled more than 200 applications and we are publishing their wheat diary entries on our website.

We continue to take advantage of opportunities to teach children to make bread and vegetarian pizzas outside the classroom. As the guests of a number of events over the past year we teamed up with bakers kind enough to lend us their ovens and time. The events included Chorleywood Village Day (with Paul's Bakery and baker Dilly Boase), Abergavenny Food Festival (with Earth Apple Bakery), and The Capital Growth harvest festival in London (with baker Vincent Talleu). Mutual members of the Campaign and the Brockwell Bake Association ran a similar session (plus threshing and milling demonstrations) at the Feast on The Bridge in London as part of the 2011 Thames Festival. In all we shared Real Bread making skills with more than 200 children through these events.

#### *Real Bread on the Menu*

Following a conversation with Campaign officer Chris Young in February 2011, the Royal Borough of Kensington and Chelsea has now amended its food buying standards. This has led to twenty six schools in the borough serving organic Real Bread to around 4,000 pupils, plus teachers and other staff.

Though we have now passed our target of twenty institutions serving Real Bread, we continue work to increase this number. Our conversations with the Justice Department and NHS Supply Chain to find ways to make Real Bread available in prisons and hospitals, respectively, continue.

In March 2012 we teamed up with Sustain's Food Co-ops project (see above) to run workshops in Bristol, Durham and Sheffield for 23 people representing 14 food buying co-operatives and other community food projects. The workshops gave an introductory lesson in basic Real Bread making skills to inspire attendees to start making Real Bread available through their projects. We also ran a workshop for five staff and volunteers of two cafés run by the surplus food distribution charity FoodCycle.

#### *Events and other campaign activities*

July 2011 saw the 50<sup>th</sup> anniversary of the Chorleywood 'Bread' Process. We took this opportunity to raise awareness of the issues surrounding this additive-laden, no-time system by which 80% of the loaves we buy are now made by saying 'Pappy Birthday to You'. Our activity attracted much high-profile media attention (including BBC Breakfast, The Daily Mail and The Daily Telegraph) and

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## SUSTAIN: THE ALLIANCE FOR BETTER FOOD AND FARMING

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### Trustees' Report: How we work, and what we do For the year ended 31 March 2012

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culminated in us arranging what we saw as the long-overdue 'retirement' of the Chorleywood Bread Process loaf at Chorleywood Village Day.

For a third year we encouraged people to bake or buy Local Loaves for Lammas on and around 1<sup>st</sup> August. In marking this ancient harvest festival we aim to give Real Bread bakeries, traditional millers, markets and other independent enterprises something special to talk about to boost their local profiles and the number of customers through their doors.

In May 2012 we plan to run the second annual Real Bread Maker Week to encourage people to dig out an unloved bread machine to bake Real Bread or pass it to someone who will.

#### **Sustainable Fish City**

The first full year of the Sustainable Fish City campaign has been marked with some major achievements. The project is funded by the BBC Wildlife Fund, European Fisheries Fund, John Ellerman Foundation and the Waterloo Foundation, run by Jon Walker, and aims to make London the world's first city where businesses, schools, universities, hospitals and citizens buy, sell and eat only sustainable fish.

#### *Pledges*

The campaign focus is on food eaten out of the home, and signatories to the Sustainable Fish City pledge include some of the country's largest caterers: BaxterStorey, ISS Food and Hospitality and Restaurant Associates, and Sodexo. As well as committing to obtaining Marine Stewardship Council Chain of custody across their estates these caterers will also remove Marine Conservation Society "red list" (endangered) species from menus, and promote the sustainable fish message to their chefs and customers.

The campaign was given a huge boost by Sustain's Good Food for our Money campaign persuading government to incorporate sustainable fish standards in Government Buying Standards in June 2011 (see above). In October 2011, in collaboration with Good Food on the Public Plate and kindly funded by the Greater London Authority, we ran a workshop for 50 chefs and contract managers from London's public sector (including institutions such as the UK tax office!) at Billingsgate Seafood Training school with our partners Good Catch and the Marine Stewardship Council. Signatories to the campaign followed, from the House of Commons and the Department of Environment, Food and Rural Affairs.

#### *Events*

On 10th September 2011, Sustainable Fish City had a fantastic day participating in the Thames Festival. The theme of this year's Feast on the Bridge was sustainable fish and it was celebrated with debates, stalls, sea shanties, cycle-powered cinema screenings, games, a four-metre 'fish cake' (made of chocolate and vanilla sponge and lots of jam), mullet hair cuts and a 'one that got a way' photo booth. As part of their commitment to helping London become a Sustainable Fish City, the Thames Festival organisers also required food stallholders to exclude endangered fish species from their recipes. As the sun went down and the lights came on along the Thames, dining tables were laid out on Southwark Bridge (closed off to traffic) and visitors dined on a celebratory meal made from sustainable fish and fish species that would otherwise have been discarded.

October saw a tour of 12 London universities promoting sustainable fish to students and staff, including with a competition to win a £50 voucher for restaurant chain Wahaca, a Sustainable Fish City signatory. Many of the universities also laid on tastings of sustainable fish to coincide with the events, and by the end of March 2012, 17 universities were signatories to the campaign.

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# SUSTAIN: THE ALLIANCE FOR BETTER FOOD AND FARMING

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## Trustees' Report: How we work, and what we do For the year ended 31 March 2012

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Throughout the year restaurants continued to join the campaign, and the highlight of the year for our work with this sector was our first Sustainable Fish Forum, held on 24<sup>th</sup> January at the historic Fishmongers' Hall on London Bridge. Convened by Sustainable Fish City ambassador Raymond Blanc OBE the event attracted chefs, restaurateurs and food buyers from Michelin star establishments to some of the country's largest high street chain operators. Some 100 delegates listened to passionate presentations on the importance of fish sustainability from Raymond Blanc, EU Commissioner for Fisheries and Maritime Affairs Maria Damanaki, and a range of experts from the conservation and restaurant sectors. We are indebted to them and to the Worshipful Company of Fishmongers.

This year the focus of the food category in the City of London's prestigious Sustainable City Awards was to find the UK's most sustainable fish restaurant. Run in partnership with Sustainable Fish City, SeaWeb and Worshipful Company of Fishmongers the category received a record number of entries. Chair of the judging panel Raymond Blanc OBE grilled the six finalists during 30-minute interviews. Congratulations to the winner, sustainable fish restaurant chain Feng Sushi, and the highly commended Duke of Cambridge organic gastropub and Lussmans Fish & Grill.

At the end of the year we were very pleased to announce that Philip Lymbery, chief executive of Compassion in World Farming and Sustain trustee, had agreed to chair the Sustainable Fish City working party. Philip's experience will be invaluable for the campaign and, with one third of the global wild catch going to feed intensively farmed animals, there are interesting links to Compassion's work.

### **Sustainable farming and food policy**

Several members of Sustain's management team have continued to serve on the boards and advisory groups 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. In addition, we have been asked to give evidence to, present at, or chair, a significant number of events by members and others.

We also warmly welcomed the publication, in June 2011, of *The Food Issues Census*, a survey undertaken by the Food Ethics Council on behalf of a range of charitable trusts and foundations. The report concluded, among other important results, that Sustain is "a particularly important hub for groups working on farming/growing and health" and "a key contributor to progress on food and farming issues".

### *Save Our Antibiotics Alliance*

Jeanette Longfield, Sustain's Co-ordinator, has continued to work with Compassion in World Farming (CIWF) and the Soil Association to develop a campaign focusing on the risks to human health of antibiotic resistance, caused partly by their routine use in factory farming. A report, *Case Study of a Health Crisis*, funded by CIWF, was published in November 2011 and will form the basis of the campaign's development in the year ahead.

### **International links**

From 27<sup>th</sup> to 29<sup>th</sup> October Jeanette participated in a major conference hosted by our sister alliance, Sustain Ontario. *Bring Food Home* was held at Trent University in Peterborough, Canada and Jeanette shared the keynote platform (moderated by journalist Jon Steinman) with Dawn Morrison, a horticulturalist with Secwepemc heritage, and Mark Winne, author and food policy activist.

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## SUSTAIN: THE ALLIANCE FOR BETTER FOOD AND FARMING

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### Trustees' Report: How we work, and what we do For the year ended 31 March 2012

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#### *Europe*

Sustain continues to be a supporting member of the European Public Health and Agriculture Consortium (EPHAC), based in Brussels. This is particularly valuable given the current Common Agricultural Policy reform process, and Sustain has been co-ordinating an informal group of its member organisations that are trying to integrate sustainable development into that reform. The EPHAC officer, Robert Pederson, also gave a presentation at Sustain's AGM in December 2011.

#### *Global*

##### *Planetary Boundaries*

During the year Policy Director, Kath Dalmeny, has participated in meetings of the Planetary Boundaries initiative, which seeks to establish legal approaches to governing the "upper limits" on environmental boundaries in key areas such as climate change, water use and land-use change, whilst also striving for social progress. Most of the nine planetary boundaries identified relate directly or indirectly to food production, hence Sustain's interest. A Planetary Boundaries Declaration setting the scene for global governance will be championed at the forthcoming Rio +20 negotiations in summer 2012, and has already received preliminary support from a range of national delegations.

##### *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 and the Group's Chair, Patrick Mulvany, is a Sustain trustee. The new part-time coordinator is Jean Blaylock, and we are grateful to the Rowan Charitable Trust for funding this post.

Over the summer and early autumn of 2011, the UKFG held a dialogue process among members to share information, identify opportunities for greater co-operation and address sensitive issues. This led to a session as part of the Group's autumn conference on 27<sup>th</sup> September, focussing on land grabs, food sovereignty, and women food producers. The UN Committee on World Food Security, Common Agriculture Policy (CAP) reform and Rio +20 were also discussed, alongside how to take this work forward. The other part of the autumn conference was a public event entitled *The Food Producers: how can they continue feeding the world?* This included speakers from a pastoralist community in Kenya, ROPPA (West African Network of Farmers' Organisations), Via Campesina and the Scottish Crofting Federation.

The UK Food Group has moved to a more member-led way of working in this year. This was initiated because funding reductions meant there is no longer a full-time coordinator, but it has also had benefits in members' sense of ownership of the network, leading to some co-hosted events:

- The first European Food Sovereignty Forum was held in August 2011 and the UKFG facilitated a UK delegation. The forum gave the impetus to building a UK Food Sovereignty Platform and plans are currently being developed for an outreach event in the summer of 2012.
- The 7<sup>th</sup> *Let's Liberate Diversity* conference took place in March 2012 in Strathpeffer, hosted by the Scottish Crofting Federation, with support from two other UKFG members, Practical Action and Garden Organic, and co-sponsored by the UKFG. The annual event focuses on agricultural biodiversity and seeds, in particular European policies, laws and practices. At the conference the various UK groups that deal with seed saving and seed swaps agreed to form a UK network (led by Garden Organic's Heritage Seed Library) and connect with similar networks elsewhere in Europe.

The UK Food Group continues to represent BOND (the UK network of international development NGOs) in the European Food Security Group (EFSG), which is a working group of CONCORD (the European confederation of international development and relief NGOs). As part of the EFSG, the

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## **SUSTAIN: THE ALLIANCE FOR BETTER FOOD AND FARMING**

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### **Trustees' Report: How we work, and what we do**

**For the year ended 31 March 2012**

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UKFG has contributed to a report on 'policy coherence for development' which is the principle, to which the EU is legally committed, that EU policy in other areas such as trade or agriculture should not undermine development policy. The UKFG also supported BOND in the UK launch of this report at the European Commission office in London.

A conference on biofuels was held in conjunction with the EFSG through the EuropAfrica project of which the UKFG is also a part. Other EFSG areas of work are on CAP reform, the EU food security framework and support for the Western Europe constituency of the Civil Society Mechanism of the Committee on World Food Security. The UKFG is also supporting members working on negotiations for the Voluntary Guidelines on land and on the Rio +20 Sustainable Development Summit.

The UK Food Group members' meeting at the start of 2012 had speakers from a farmers' network in Kenya and the High Level Panel of Experts of the Committee for World Food Security. Discussion at the meeting was focussed on plans by some members for a major 'joint campaign' on food leading to the G8 summit in the UK in 2013.

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# SUSTAIN: THE ALLIANCE FOR BETTER FOOD AND FARMING

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## Trustees' Report: How we work, and what we do For the year ended 31 March 2012

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### Financial review

The fund balance carried forward at 31 March 2012 was £452,799 (2011: £445,580) on unrestricted general reserves. The restricted reserves on continuing projects were £291,114 at 31 March 2012 (2011: £61,187). The full Statement of Financial Activities is set out on page 33 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 £452,799. 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.

#### *Public benefit*

The trustees are aware of the Charity Commission guidance on public benefit reporting as set out in Section 17 Charities Act 2011. 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.

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## **SUSTAIN: THE ALLIANCE FOR BETTER FOOD AND FARMING**

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### **Trustees' Report: How we work, and what we do For the year ended 31 March 2012**

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#### *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 12 July 2012 and signed on its behalf, by:

**Anne Dolamore**

Chair of the Council of Trustees

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## **SUSTAIN: THE ALLIANCE FOR BETTER FOOD AND FARMING**

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

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We have audited the financial statements of SUSTAIN: THE ALLIANCE FOR BETTER FOOD AND FARMING for the year ended 31 March 2012 which comprise the Statement of Financial Activities, the Balance Sheet and the related notes. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

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 auditor**

As explained more fully in the Trustees' Responsibilities Statement, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view.

Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's (APB's) Ethical Standards for Auditors.

#### **Scope of the audit of the financial statements**

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatements, whether caused by fraud or error. This includes an assessment of:

- whether the accounting policies are appropriate to the charitable company's circumstances and have been consistently applied and adequately disclosed;
- the reasonableness of significant accounting estimates made by the trustees;
- and the overall presentation of the financial statements.

In addition, we read all the financial and non-financial information in the Trustees' Annual Report to identify material inconsistencies with the audited financial statements. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

#### **Opinion on financial statements**

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 March 2012 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.



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## **SUSTAIN: THE ALLIANCE FOR BETTER FOOD AND FARMING**

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

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#### **Opinion on other matter prescribed by the Companies Act 2006**

In our opinion the information given in the Trustees' Annual Report for the financial year for which the financial statements are prepared is consistent with the financial statements.

#### **Matters on which we are required to report by exception**

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

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

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**SUSTAIN: THE ALLIANCE FOR BETTER FOOD AND FARMING**

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**STATEMENT OF FINANCIAL ACTIVITIES  
(Incorporating Income and Expenditure Account)  
For the year ended 31 March 2012**

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		Restricted Funds £	Unrestricted Funds £	Total Funds 2012 £	Total Funds 2011 £
<b>INCOMING RESOURCES</b>					
<b>Incoming resources from generated funds</b>					
Voluntary income	2	28,302	25,075	53,377	71,980
Investment income		142	1,042	1,184	970
<b>Incoming resources from charitable activities</b>					
Health and Welfare	3	2,159,908	96,674	2,256,582	2,003,161
<b>TOTAL INCOMING RESOURCES</b>		<u>2,188,352</u>	<u>122,791</u>	<u>2,311,143</u>	<u>2,076,111</u>
		=====	=====	=====	=====
<b>RESOURCES EXPENDED</b>	4				
<b>Cost of generating funds</b>					
Fundraising costs	6	-	9,383	9,383	9,022
<b>Charitable activities</b>					
Health and Welfare		1,988,790	61,786	2,050,576	2,084,649
<b>Governance costs</b>	7	-	14,038	14,038	13,442
<b>TOTAL RESOURCES EXPENDED</b>		<u>1,988,790</u>	<u>85,207</u>	<u>2,073,997</u>	<u>2,107,113</u>
		=====	=====	=====	=====
<b>NET INCOMING (OUTGOING) RESOURCES BEFORE TRANSFERS</b>		199,562	37,584	237,146	(31,002)
Transfers between funds	13	30,365	(30,365)	-	-
<b>RECONCILIATION OF FUNDS</b>					
<b>NET MOVEMENT IN FUNDS FOR THE YEAR</b>		<u>229,927</u>	<u>7,219</u>	<u>237,146</u>	<u>(31,002)</u>
Total funds at 1 April 2011		61,187	445,580	506,767	537,769
<b>TOTAL FUNDS AT 31 March 2012</b>		<u>291,114</u>	<u>452,799</u>	<u>743,913</u>	<u>506,767</u>
		=====	=====	=====	=====

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

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**SUSTAIN: THE ALLIANCE FOR BETTER FOOD AND FARMING**

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**BALANCE SHEET**  
**As at 31 March 2012**

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		2012		2011	
	Notes	£	£	£	£
<b>FIXED ASSETS</b>					
Tangible fixed assets	10		-		637
<b>CURRENT ASSETS</b>					
Debtors	11	480,950		595,681	
Cash at bank		721,552		91,697	
		<u>1,202,502</u>		<u>687,378</u>	
<b>CREDITORS:</b> Amounts falling due within one year		(458,589)		(181,248)	
			<u>743,913</u>		<u>506,130</u>
<b>NET ASSETS</b>			<u>743,913</u>		<u>506,767</u>
			=====		=====
<b>CHARITY FUNDS</b>					
Restricted funds	13		291,114		61,187
Unrestricted funds					
General funds	13		452,799		445,580
			<u>743,913</u>		<u>506,767</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 12<sup>th</sup> July 2012 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.

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# **SUSTAIN: THE ALLIANCE FOR BETTER FOOD AND FARMING**

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## **NOTES FORMING PART OF THE FINANCIAL STATEMENTS**

**For the year ended 31 March 2012**

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### **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" issued 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.

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# **SUSTAIN: THE ALLIANCE FOR BETTER FOOD AND FARMING**

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## **NOTES FORMING PART OF THE FINANCIAL STATEMENTS**

**For the year ended 31 March 2012**

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### **1. 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.

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**SUSTAIN: THE ALLIANCE FOR BETTER FOOD AND FARMING**

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**NOTES FORMING PART OF THE FINANCIAL STATEMENTS (continued)**

**For the year ended 31 March 2012**

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<b>2.</b>	<b>VOLUNTARY INCOME</b>	<b>Restricted Funds</b>	<b>Unrestricted Funds</b>	<b>Total 2012</b>	<b>Total 2011</b>
		<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
	Donations	28,302	25,075	53,377	71,980
		=====	=====	=====	=====
<b>3.</b>	<b>INCOMING RESOURCES FROM CHARITABLE ACTIVITIES</b>	<b>Restricted Funds</b>	<b>Unrestricted Funds</b>	<b>Total funds 2012</b>	<b>Total funds 2011</b>
	<b>Health and Welfare</b>	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>
	A-Team Foundation	-	29,941	29,941	-
	BBC Wildlife Fund	12,500	-	12,500	-
	Big Lottery Local Food Fund(various)	281,294	-	281,294	278,546
	British Heart Foundation	70,666	-	70,666	54,861
	Conference and workshops	1,290	9,676	10,966	18,972
	Esmée Fairbairn Foundation	80,311	-	80,311	68,089
	Fairtrade Foundation	15,125	-	15,125	45,374
	Germanwatch (EC)	-	-	-	13,658
	Greater London Authority (various)	559,498	-	559,498	425,859
	Grundtvig UK National Agency	-	-	-	2,986
	John Ellerman Foundation	20,000	-	20,000	-
	London Sustainability Exchange	-	-	-	95,301
	Membership fees	16,019	16,268	32,287	33,172
	Organic UK Campaign Pledges	342,469	-	342,469	161,771
	Organix Foundation	-	5,000	5,000	8,000
	Other grants and income	10,249	6,561	16,810	6,857
	Network for Social Change	-	8,040	8,040	-
	Plunkett Foundation (Big Lottery)	512,327	-	512,327	537,471
	Polden-Puckham Charitable Foundation	-	8,000	8,000	8,000
	Practical Action (EC)	-	-	-	54,736
	Rural Payments Agency (EC)	186,925	-	186,925	156,684
	Sales and publications	51,235	5,806	57,041	4,592
	Subscriptions	-	7,382	7,382	8,232
	Waterloo Foundation	-	-	-	20,000
		2,159,908	96,674	2,256,582	2,003,161
		=====	=====	=====	=====

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**SUSTAIN: THE ALLIANCE FOR BETTER FOOD AND FARMING**

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**NOTES FORMING PART OF THE FINANCIAL STATEMENTS (continued)**

**For the year ended 31 March 2012**

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<b>4. RESOURCES EXPENDED</b>	<b>Direct Costs £</b>	<b>Other Costs £</b>	<b>Support Costs £</b>	<b>Total 2012 £</b>	<b>Total 2011 £</b>
<b>Charitable activities</b>					
Health and Welfare	603,719	1,230,114	216,743	2,050,576	2,084,649
<b>Other expenditure</b>					
Fundraising	8,391	-	992	9,383	9,022
Governance	5,594	6,960	1,484	14,038	13,442
	<u>617,704</u>	<u>1,237,074</u>	<u>219,219</u>	<u>2,073,997</u>	<u>2,107,113</u>
	=====	=====	=====	=====	=====

<b>5. ANALYSIS OF SUPPORT COSTS</b>	<b>Health &amp; Welfare £</b>	<b>Fundraising £</b>	<b>Governance £</b>	<b>Total 2012 £</b>	<b>Total 2011 £</b>
Staff costs	61,183	280	419	61,882	59,797
Office costs	76,718	351	525	77,594	80,674
Other costs	78,842	361	540	79,743	73,324
	<u>216,743</u>	<u>992</u>	<u>1,484</u>	<u>219,219</u>	<u>213,795</u>
	=====	=====	=====	=====	=====

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

<b>6. FUNDRAISING COSTS</b>	<b>Total Funds 2012 £</b>	<b>Total Funds 2011 £</b>
Direct staff costs	8,391	8,106
Support costs	992	916
	<u>9,383</u>	<u>9,022</u>
	=====	=====

<b>7. GOVERNANCE COSTS</b>	<b>2012 £</b>	<b>2011 £</b>
Direct staff costs	5,594	5,404
Auditors' remuneration	6,960	6,674
Support costs	1,484	1,364
	<u>14,038</u>	<u>13,442</u>
	=====	=====

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**SUSTAIN: THE ALLIANCE FOR BETTER FOOD AND FARMING**

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**NOTES FORMING PART OF THE FINANCIAL STATEMENTS (continued)****For the year ended 31 March 2012**

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<b>8. NET (EXPENDITURE)/ INCOME</b>	<b>2012</b>	<b>2011</b>
	<b>£</b>	<b>£</b>
This is stated after charging:		
Depreciation of tangible fixed assets:		
- owned by the charity	637	637
Auditors' remuneration - audit services	6,960	6,674
- other services	-	-
	=====	=====

During the year, no Trustees received any remuneration or any benefits in kind (2011 – Nil), and no Trustee was reimbursed for expenses (2011 – one Trustee received £17).

<b>9. STAFF COSTS AND NUMBERS</b>	<b>2012</b>	<b>2011</b>
	<b>£</b>	<b>£</b>
Staff costs were as follows:		
Wages and salaries	689,057	764,176
Social security costs	73,676	79,250
Pension costs	6,716	7,945
	-----	-----
	769,449	851,371
	=====	=====

The average number of full-time equivalent employees during the year was:	<b>No.</b>	<b>No.</b>
Health and Welfare	16	24
Governance	2	2
	-----	-----
	18	26
	=====	=====

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



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**SUSTAIN: THE ALLIANCE FOR BETTER FOOD AND FARMING**

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**NOTES FORMING PART OF THE FINANCIAL STATEMENTS (continued)****For the year ended 31 March 2012**

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<b>10. TANGIBLE FIXED ASSETS</b>		<b>Furniture, Fittings and Equipment £</b>
Cost		
At 1 April 2011 and 31 March 2012		<u>32,596</u> =====
Depreciation		
At 1 April 2011		31,959
Charge for the year		637
At 31 March 2012		<u>32,596</u> =====
Net Book Value		
At 31 March 2012		-
At 31 March 2011		<u>637</u> =====
<b>11. DEBTORS</b>	<b>2012</b>	<b>2011</b>
	<b>£</b>	<b>£</b>
Debtors	146,099	194,982
Prepayments	6,916	13,583
Grants receivable	327,935	387,116
	<u>480,950</u>	<u>595,681</u>
	=====	=====
<b>12. CREDITORS: Amounts falling due within one year</b>	<b>2012</b>	<b>2011</b>
	<b>£</b>	<b>£</b>
Other creditors	40,844	14,690
Accruals	8,133	7,157
Deferred income	409,612	159,401
	<u>458,589</u>	<u>181,248</u>
	=====	=====

## SUSTAIN: THE ALLIANCE FOR BETTER FOOD AND FARMING

### NOTES FORMING PART OF THE FINANCIAL STATEMENTS (continued)

For the year ended 31 March 2012

13. STATEMENT OF FUNDS	Brought Forward £	Incoming resources £	Resources Expended £	Transfers In/(out) £	Carried Forward £
<b>Unrestricted funds</b>	445,580	122,791	85,207	(30,365)	452,799
<b>Restricted funds</b>					
Capital Growth	11,439	494,394	501,506		4,327
Childrens Food Campaign	(18,439)	80,850	71,575	10,851	1,687
Ethical Eats	(22,057)	154,165	153,280	8,857	(12,315)
Fairtrade London Campaign	12,609	15,420	28,029		-
Food Legacy	-	53,000	51,318		1,682
Good Food for our Money	(19,025)	80,311	72,715	11,510	81
Good Food on the Public Plate	928	83,824	83,912		840
London Food Link	699	4,056	3,902	(853)	-
Making Local Food Work	12,138	512,327	481,318		43,147
Organic UK Campaign	55,926	580,770	414,371		222,325
Pesticide-Free London Campaign	-	4,249	-		4,249
Real Bread Campaign	245	83,217	78,291		5,171
Sustainable Fish Cities	20,000	33,754	38,159		15,595
UK Food Group	6,724	8,015	10,414		4,325
	<b>61,187</b>	<b>2,188,352</b>	<b>1,988,790</b>	<b>30,365</b>	<b>291,114</b>
<b>Total funds</b>	<b>506,767</b>	<b>2,311,143</b>	<b>2,073,997</b>	<b>-</b>	<b>743,913</b>

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 2012 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 2,012 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.

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## **SUSTAIN: THE ALLIANCE FOR BETTER FOOD AND FARMING**

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### **NOTES FORMING PART OF THE FINANCIAL STATEMENTS (continued)**

**For the year ended 31 March 2012**

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#### **Fairtrade London**

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

#### **Food Legacy**

The Food Legacy programme, supported by the Mayor of London, Covent Garden Market Authority and London Food Link, aims to inspire, inform and provide practical assistance, to help more caterers and food suppliers achieve the ambitions of the London 2012 Food Vision.

#### **Good Food for Our Money**

This campaign is funded 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 was funded by the Greater London Authority as part of 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 employs a marketing agency to run the UK's first generic marketing campaign to promote organic food.

#### **Pesticide Free London Campaign**

The next phase of the Capital Bee project, funded by Patagonia and with a grant awarded for next year by the City Bridge Trust, will aim to help bees by encouraging London to become pesticide-free, and to grow more bee-friendly plants.

#### **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.

#### **Sustainable Fish City**

The project is funded by the BBC Wildlife Fund, European Fisheries Fund, John Ellerman Foundation and the Waterloo Foundation, and aims to make London the world's first city where businesses, schools, universities, hospitals and citizens buy, sell and eat only sustainable fish.

#### **UK Food Group**

This long-standing Sustain observer member, that will be funded by the Rowan Charitable Trust next year, is an independent "sister" network of organisations focusing on global food and farming issues and the needs of poorer countries.

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**SUSTAIN: THE ALLIANCE FOR BETTER FOOD AND FARMING**

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**NOTES FORMING PART OF THE FINANCIAL STATEMENTS (continued)****For the year ended 31 March 2012**

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

	<b>Restricted Funds £</b>	<b>Unrestricted Funds £</b>	<b>2012 £</b>	<b>2011 £</b>
Tangible fixed assets	-	-	-	637
Current assets	291,114	911,388	1,202,502	687,378
Creditors due within one year	-	(458,589)	(458,589)	(181,248)
	<u>291,114</u>	<u>452,799</u>	<u>743,913</u>	<u>506,767</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.