



**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 2013**

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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**

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**Registered charity number:** 1018643  
**Registered company number:** 02673194

## **Trustees' Report and Financial Statements For the year ended 31 March 2013**

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**Legal and Administrative Information**

**For the year ended 31 March 2013**

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**Trustees**

David Barling

Myles Bremner

Anne Dolamore, Chair (resigned 17/10/12)

Vicki Hird (resigned 17/10/12)

Emma Hockridge

Katharine Jenner (elected 17/10/12)

Rachael Jolley (re-elected 17/10/12)

Anthony Kleanthous

Christine Lewis (elected 17/10/12)

Philip Lymbery, Treasurer (re-elected 17/10/12)

Patrick Mulvany

Dr. Mike Rayner (elected Chair 17/10/12)

Patti Rundall, OBE

Jenny Sansom (re-elected 17/10/12)

Shaun Spiers (elected 17/10/12)

Keith Tyrell (elected 17/10/12)

Bill Vorley (resigned 17/10/12)

**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 2013**

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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 2013. 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.

#### *Trustees*

At the 2012 AGM three existing Trustees were re-elected, four new trustees were elected (two of which had been co-opted during the year) and three trustees tendered their resignation, notable among them being Anne Dolamore, Sustain's Chair for seven years.

Anne has been a proprietor of the very successful Grub Street publishing company for a number of years but the publishing industry is, like many other sectors, suffering significantly in the continuing recession. This is one of the reasons why Anne very reluctantly informed her fellow trustees on Sustain's governing Council, of her decision to step down as Chair. Although still passionately committed to Sustain, Anne's first loyalty is to the publishing company painstakingly established by herself and her husband, and she needs to spend more time on Grub Street to ensure its future matches its illustrious past.

Anne was warmly thanked for recently celebrating 10 years of London Food Link, a Sustain project that she also chaired. This not only highlighted some of the successes that Anne has helped Sustain to achieve – such as the Mayor's London Food Strategy and several great initiatives associated with it – but also just how long Anne has been working with Sustain. We will miss her very much.

Sustain's Chair is chosen from among its elected Trustees and, at the first Council meeting following the October 2012 AGM, which took place in January 2013, long-standing Vice-Chair, Dr Mike Rayner, was unanimously approved as the new Chair.

### **Strategic review**

Each summer 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 focused on funding, including how we raise (and spend) our current income, how we can make more of our existing sources of income, and the pros and cons of new options for raising money.

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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 2013

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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  
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  
Feeding the 5000  
First Steps Nutrition Trust  
Food Matters  
Forum for the Future  
Freedom Food  
Friends of the Earth  
Gaia Foundation  
Garden Organic  
GMB (Britain's General Union)  
Good Gardeners Association  
Guild of Food Writers  
HarperAdams University Dept. of Food Science &  
Agri-food Supply Chain Management  
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  
Marine Conservation Society  
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 & Stroke  
Organic Centre Wales  
Organic Research Centre (Elm Farm)  
Organic Trade Board  
Pasture-fed Livestock Association  
Permaculture Association  
Pesticides Action Network - UK  
Practical Action  
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  
Waste Watch  
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)  
Marine Stewardship Council  
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

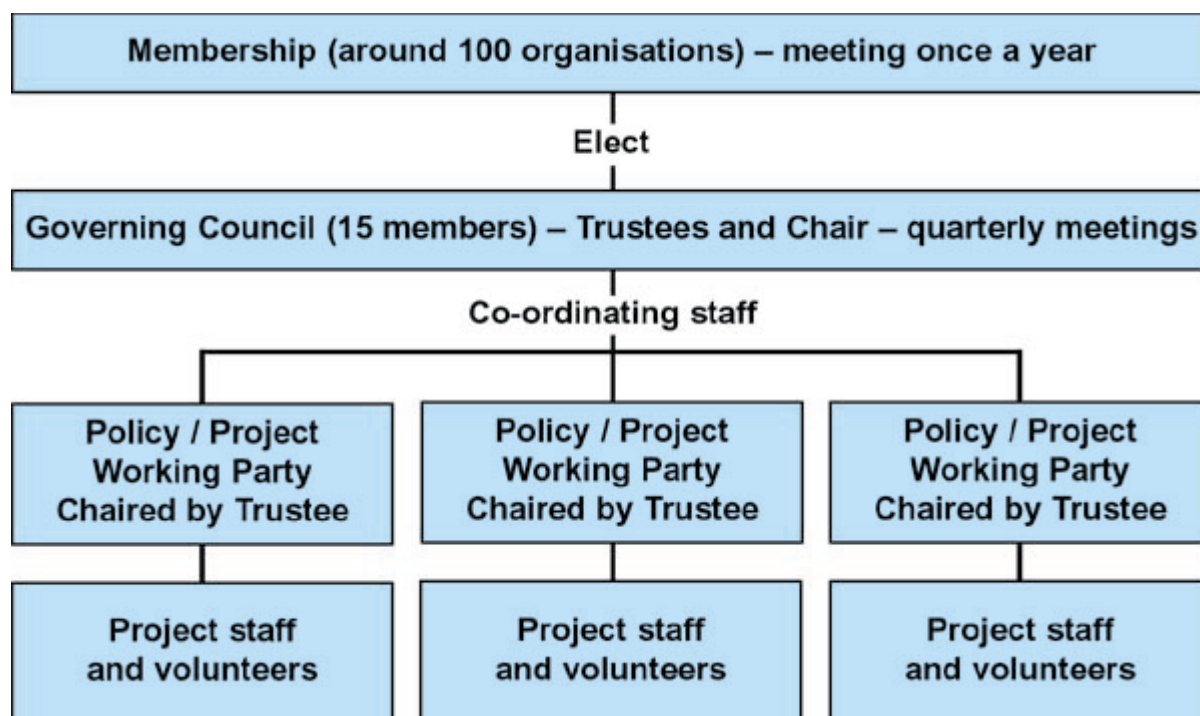
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## Trustees' Report: How we work, and what we do For the year ended 31 March 2013

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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 below 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, respectively, by Becky Joynt and Nihad Alfulajj (and by Alexandra Marques, while Nihad was on maternity leave).

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  
BBC Wildlife Fund  
Big Lottery Fund - Changing Spaces programme  
Big Lottery Local Food Fund (various)  
British Heart Foundation  
Campaign to Protect Rural England  
City Bridge Trust  
Esmée Fairbairn Foundation  
European Commission (via Defra's Rural Payments Agency)  
European Fisheries Fund  
Friends of The Regent's Park  
Garfield Weston Foundation  
Greater London Authority (various)  
Interreg IVB NWE (European Regional Development Fund)

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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 2013

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John Ellerman Foundation  
Kenneth Miller Trust  
Network for Social Change  
Polden-Puckham Charitable Foundation  
Practical Action  
Rowan Trust  
Royal Society for the Prevention of Cruelty to Animals  
Russell Partnership  
Sheepdrove Trust  
Social Action Fund (The Social Investment Business Limited)  
Stichting DLO  
Tides Foundation (Patagonia Environmental Grants programme)  
Tudor Trust  
Waterloo Foundation

### *Communications*

The main Sustain website received over 1,000,000 page views last year, and Gavin has continued to develop the technological capabilities of the growing number of specialist Sustain websites. Of particular note:

- The re-launched Capital Growth website and associated back-office system, with an updated application process, has reduced the time needed to manage and add new growing spaces to the network. We now have well over 2,000 growing spaces registered, and had almost a quarter of a million page views last year.
- Capital Growth's new *Harvestometer* application will allow users to record the produce they harvest on their growing spaces and calculates the number of meal equivalents produced.
- The dedicated Big Dig website has enabled 27 cities (to date) to register and manage volunteers and gardens across the UK.
- The Children's Food Campaign's 'SOSFood' microsite ([www.sosfood.org.uk](http://www.sosfood.org.uk)) helped people to lobby their MP to support the campaign to save school food standards. More than 600 citizens submitted direct responses to the Department for Education School Food Plan consultation.
- The new Campaign for Better Hospital Food ([www.hospitalfood.org.uk](http://www.hospitalfood.org.uk)) site has allowed users to target MPs whose names were drawn in the Private Members' Ballot and the site generated a peak of over 2,500 actions in a month.

Gavin continued to produce publication for all the Sustain projects, and the Sustain website has recorded well over 3,000 monitored downloads over the year, with just under a quarter prompting donations.

### *Volunteers*

Sustain continues to be able to recruit large numbers of high quality volunteers to undertake a range of useful tasks in all areas of our work. Sustain is very grateful for the many benefits these volunteers bring and, in turn, our volunteers use their experience at Sustain in a number of ways, including obtaining good jobs or pursuing their research.

## REVIEW OF THE YEAR AND FUTURE PROSPECTS

The Coalition Government's deepening austerity programme and the continuing economic difficulties mean that, with some notable exceptions – such as the horsemeat scandal – sustainable food and farming issues are not high on the public agenda. However, Sustain's high quality staff team maintains its excellent track record in attracting media attention and, as the reports below show once again, some significant battles have been won in the fight for better food and farming.

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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 2013

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### Big Dig

This project builds on the pilot Big Dig event organised in London in March 2012 and on the expertise of partners in other cities in engaging volunteers and helping them to create and run community food growing spaces. Funded by the government's Social Action Fund, Sustain is co-ordinating work with Brighton & Hove Food Partnership, the national Federation of City Farms and Community Gardens, Garden Organic (in Coventry), Grow Sheffield, The Kindling Trust (in Manchester) and Middlesbrough Environment City. By September 2013 our target is to have engaged over 10,000 people in community food-growing projects across England.

Sustain's role in the project is to raise the profile of community food growing both locally and nationally, including by organising national events that all the gardens can take part in. Project officers Clare Horrell and Seb Mayfield have made good use of their considerable experience gained from working on Sustain projects, Making Local Food Work and Capital Growth, respectively.

Our first national event, Edible Gardens Open Day, was in September 2012 and some 116 gardens took part in the six Big Dig cities, with over 3,000 people visiting sites, learning about food growing, and sampling the produce. We wanted to show potential volunteers that community growing spaces can be set up anywhere so we highlighted, for example, therapeutic gardens offering training for people with learning disabilities and mental health issues, community allotments, and sites at a train station, at a museum and on a barge! The Big Dig website [www.bigdig.org.uk](http://www.bigdig.org.uk) had an interactive map in the lead-up to the Edible Gardens event, so that people could search for gardens and find out what was happening.

We have secured in-kind sponsorship for the Big Dig from Compost Direct which is providing prizes for gardens in each of the cities around our national events, as well as providing discounts on their products. We also secured donations of seeds from the Garden Organic Heritage Seed Library, Unwins and Gardeners' World Magazine.

Between October 2012 and January 2013 our focus was on recruiting more gardens to the project and by the end of January, gardens in 27 towns and cities had joined the Big Dig. Indeed our recruitment was so successful there is a waiting list of 14 other places that also want to be involved (unfortunately, lack of staff capacity means that we were not able to take on any more gardens).

In March 2013 we held our national volunteering day, The Big Dig Day, to provide a focus for recruiting new volunteers for all the gardens in the network. Despite freezing temperatures, wind, hail and snow, 280 gardens took part and over 2,000 volunteers helped get their local gardens ready for the new growing season. Of these, nearly half were new volunteers and a quarter had never volunteered before. We used our Big Dig website again to promote the gardens that were involved and people could also register via the website to volunteer at a particular garden.

While Clare has ably organised the events, Seb has visited gardens in most of the towns and cities involved in the Big Dig, offering advice and finding out what help they would like from the project in the future. Based on this information we are looking for new sources of funding to extend and develop the project beyond September 2013.

### Campaign for Better Hospital Food

Campaign officer Alex Jackson has had another successful year, this time with a focus on winning legally binding standards for hospital food, with continued funding from the Esmée Fairbairn Foundation. During the year the campaign:

- increased the number of supporting organisations to 93;

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

For the year ended 31 March 2013

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- won the support of The Sun newspaper and got extensive coverage in the paper for our research showing that patient meals are often more unhealthy than food sold at fast food outlets like McDonalds;
- created a Hospital Food Forum for stakeholders;
- launched a new website at [www.hospitalfood.org.uk](http://www.hospitalfood.org.uk), and
- created a new Twitter account which has already attracted approximately 900 followers and, more recently, a Facebook page.

#### *Hospital Food Bill*

The campaign is building support for a Parliamentary Bill which would, if successful, set mandatory standards for hospital food. Initially we focused our attempts on winning the support of one of the 20 MPs drawn in the House of Commons Private Members' Bill ballot in May 2012.

Despite positive responses from the ballot MPs, none of them decided to take our Bill forward, so we turned our attention to the House of Lords. After numerous meetings with Peers, and after consultation with the House of Lords Bill Office, we were delighted that Lady Cumberlege agreed to sponsor our *Health and Social Care Amendments (Food Standards) Bill*, which has received widespread cross-party support. The Bill would require: (a) the Secretary of State to convene a body of experts to draft standards for hospital food, and (b) the Care Quality Commission to ensure the standards are being met as part of its inspection regime. We hope that the Bill will receive its First Reading in May 2013.

#### *Keep Hospitals Cooking*

In October 2012, we published the results of our survey showing that less than four in every ten hospitals have functioning kitchens which they use to prepare and cook patient meals from scratch. To 'Keep Hospitals Cooking', we created an online action which enables people to write to their local hospital NHS Trust(s) to ask them to: (a) protect existing kitchens from closure, (b) put unused kitchens back into use, and (c) commit to include kitchens when building new hospitals. After its launch, we were delighted that Keep Hospitals Cooking was nominated Mumsnet's 'campaign of the week'. UNISON is also supporting Keep Hospitals Cooking and is encouraging its members to take the action.

#### *Signs of progress*

As a result of our campaigning, in October 2012 the Department of Health announced eight 'principles' for hospital food which they will encourage hospitals to adopt. The Department also announced the creation of new 'patient-led' inspection teams to monitor and evaluate the quality of patient meals, and has subsequently promised extra funding for hospitals which adopt Government Buying Standards. In an interview with The Sun newspaper, Health Secretary Jeremy Hunt MP congratulated the newspaper's support for our campaign.

#### *Ward Off Cruelty*

In November 2012 we launched Ward Off Cruelty, with some funding from the RSPCA, calling for mandatory animal welfare standards for hospital food in England. On the day of the launch, we published the results of our survey which found that approximately 7 out of 10 eggs served by English hospitals are from hens kept in cages, and approximately 80% of chicken and pork is from animals reared in conditions that do not meet RSPCA welfare standards.

The survey also found that there is a big regional variation in the animal welfare standards of hospital food in England. The survey got widespread media coverage, including on the BBC website, on ITV Anglian News, Farmers Weekly and in a number of regional newspapers and radio shows. In December 2012, and following this media coverage, Neil Parish MP for Tiverton and Honiton and Chair of the All Party Parliamentary Group for Animal Welfare, introduced a Westminster Hall Debate to call for the introduction of mandatory animal welfare standards for hospital food.

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## Trustees' Report: How we work, and what we do For the year ended 31 March 2013

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### *'Twenty years of hospital food failure' report*

In February 2013 we published our *Twenty years of hospital food failure* report which found that the government had introduced 21 failed voluntary initiatives to improve hospital food since 1992 at a cost of more than £54 million of taxpayers' money. It had also appointed Loyd Grossman and five other celebrity chefs to lead different initiatives and ignored 14 warnings that voluntary initiatives were failing. Loyd Grossman and celebrity chefs Albert Roux and John Benson-Smith, who were each appointed to lead one of these initiatives, added a foreword to our report.

The report got a tremendous reception in the media, with coverage in 31 newspapers, journals and trade publications including the British Medical Journal, BBC website, Guardian, Daily Express, London Evening Standard and Which?, and almost 70 articles in local newspapers. We were also invited to do four TV interviews for BBC Breakfast, BBC One's Clock News, BBC News and Sky News, and 24 radio interviews, including on the BBC Radio 4 Today and You & Yours programmes.

### *Investigating the costs and financial benefits of hospital food standards*

We are very pleased to have received funding from the Network for Social Change to investigate the costs and financial benefits of introducing mandatory standards for hospital food in England and have appointed Dr Ian Fitzpatrick, researcher and author of Sustain's report 'A Children's Future Fund' (see below), to lead this investigation. The report will be published in the coming year and we hope it will give a major boost to our campaign.

## **Capital Bee**

During the year we said farewell to Mikey Tomkins, who had run Capital Bee last year, and welcomed Ross Compton – already experienced from co-ordinating London Food Link – to develop this new phase of the project, which is funded by the City Bridge and Patagonia Trusts. We aim to prevent the use of dangerous pesticides in London's parks, gardens and green spaces, to create a safe and thriving green urban environment. By focusing on the needs of bees and other pollinators, the pesticide-free campaign is more attractive to a wider range of people and organisations.

To engage local authorities we have developed a Capital Bee pledge, calling on London boroughs to take appropriate steps to manage their land in a way that benefits pollinators and wider biodiversity. The pledge commits councils to pass a resolution, gather information, take action (avoiding the worst pesticides, reducing the rest and undertaking habitat conservation and improvement), communicate clearly, and influence wider progress. In the coming year the pledge will form the basis of a ranking of boroughs' performance, building on a comparison of local authority action on bees and honey in Sustain's *Good Food for London* Report in September 2012.

Following productive discussions with a number of London Boroughs, we are very pleased that Lambeth Council has agreed to champion the Capital Bee pledge and to present a resolution to the Council's Cabinet for signature. This represents a major breakthrough for the campaign, as the publicity it will generate will help us to persuade other councils to pass a similar resolution.

During May and July 2012 we ran a series of eight 'Bee and Biodiversity' open days at three London public apiaries at Kennington Park, Hackney City Farm and Enfield Beekeepers. The events sought to capitalise on public interest in beekeeping by emphasising that bees need the help of gardeners and by advising on how to help pollinators by not using pesticides. In July we also organised a 'Bees, biodiversity and honey' schools' symposium, hosted by Charlton Manor Primary School in Greenwich. The event was attended by more than 40 professionals from 12 London schools who listened to experts on biodiversity, beekeeping and pesticides. We have also helped three London universities: Kingston, Roehampton and St Mary's, to explore the use of pesticides in their grounds maintenance and to develop a plan for reducing them.

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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 2013

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In September, Capital Bee collaborated with Sustain's sister projects, Capital Growth and Ethical Eats, to run Urban Food Week. Through a host of popular honey-based activities, Capital Bee used Urban Food Week as an effective way to highlight to the public how future urban food production will increasingly depend on reducing pesticides, for healthy and bee-friendly food growing environments.

We have also established the 'London Bee Forum', bringing together organisations campaigning for pollinator-friendly policies and practices to discuss how best to collaborate to reduce pesticide use, encourage forage planting and other bee-friendly policies in the capital. This forum is now meeting regularly, with representation from a wide range of NGOs.

The Capital Bee website ([www.capitalgrowth.org/bees/](http://www.capitalgrowth.org/bees/)) has been redesigned so that, as well as giving a clear explanation of the need for bee-friendly practices, there is an interactive map for people to see community gardens and beehives across London that are pesticide-free. We have also established an @BeeCampaign Twitter account which we use to publicise research, media stories and other information about the use of pesticides in the UK.

#### Capital Growth

Capital Growth began as a 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 and, during the year, additional funding was raised from City Bridge Trust and the Local Food Fund to develop the project into 2014.

During the year we said goodbye to Amy Solomons and, while Seb Mayfield moved onto the Big Dig project, he also remained part of the Capital Growth team comprising Eloise Dey, Ida Fabrizio, Paola Guzman, Julie Riehl and Sarah Williams. The team reached its ambitious target on 10<sup>th</sup> December, registering the 2,012<sup>th</sup> space and, during the campaign's four years 22 London Boroughs (out of a total of 33) and 11 housing associations have supported it. Collectively almost 99,000 people have been involved in the network, including 66,000 school pupils, helping to transform over 69 hectares of land into productive food growing spaces, celebrated at our Big Celebration event in December.

In January 2013 the report of this first phase of Capital Growth, *Growing Success*, was launched at our Edible Urban Conference at City Hall, to share the lessons we had learnt. The event was attended by over 120 people and within weeks of launching, the report had been downloaded over 200 times.

#### *Support for spaces*

Capital Growth continued to help new community food growing spaces who registered with the network with funding, 'freebies' and competitions. This has included giveaways of £2,000 in vouchers and 500 fruit trees, and other prizes which attracted 170 new spaces. In October we awarded 69 groups grants of up to £350 towards their growing projects. During the year we also received 72 entries for our Grow for Gold competition, with five winning projects and 10 runners-up receiving prizes and a presentation at the celebration event in December.

#### *Training and events*

For the third year, Capital Growth was able to run a successful Urban Food Growing Training Programme. Over the year 39 sessions were provided for 388 people on a range of topics from soil care to working with volunteers. Most sessions were organised at the The Regent's Park Allotment Garden, which continues to be run in partnership with The Royal Parks and Capel Manor. Other activities at the site include sessions for local schools, and for parents and toddlers during the summer. Funding for the volunteer coordinator who runs these activities has also been provided by The Royal Parks Foundation and Friends of The Regent's Park, so that the training can continue for a fourth year, into 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 2013**

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Over 245 members have been able to attend one of six networking events during the year, providing an opportunity to share ideas, and attend workshops on different topics. During 2012 we also ran a Growing Leaders Programme, to provide free training site visits and mentoring to a small group of individuals looking for help to run their growing projects. Eight people took part and received a certificate of participation. Their positive feedback means this course will be repeated next year.

#### *Promotional activities*

Most of the promotional activities this year focused on the Regent's Park Training allotment, which held six open days and a Harvest Festival. Capital Growth was represented at the London Green Fair, attended by thousands of visitors, who were able to buy plants and produce, and sign up for information. We also were invited to take part in The Mayor of London's St. George's Day celebration in Trafalgar Square where we installed an allotment garden for a day. Thousands of people visited the installation and all materials were then donated to members of the network.

To engage volunteers and to inspire people to start their own projects we continued to seek media coverage for Capital Growth, and this year it included BBC London radio, The Evening Standard newspaper, and a wide variety of local press. A Capital Growth space in East London also received a high-profile visit from Her Royal Highness the Duchess of Cornwall.

#### *Grow to Sell*

Capital Growth has successfully helped over 40 groups to grow to sell, by providing ideas, advice, onsite training on planting plans, and links with restaurants. This year we focused on matching groups with buyers, and providing training and site visits from an expert grower. Capital Growth also worked with Ethical Eats and Capital Bee to run an Urban Food Week in September, celebrating ultra-local food in London. Over 20 growing spaces sold produce to restaurants and cafés and a fundraising dinner at the East London Indian restaurant Café Spice Namaste, raised over £1,500 for Capital Growth spaces.

During the year Capital Growth also looked at how informal apprenticeships were helping groups that are growing to sell and consulted groups on the potential to develop more of these. In January the first of a number of networking sessions for informal apprentices and trainees was held in Dagenham and more are planned for 2013.

#### *The Big Dig*

Following a successful application to the Social Action Fund, Capital Growth was one of six partners funded to run activities to engage volunteers (see above). In London we ran our third Edible Open Gardens Day, which is an opportunity for Capital Growth spaces to open their gates to the public. Sixty growing spaces took part in the day collectively welcoming 2,000 visitors, with press coverage in the Metro and The Evening Standard newspapers. The second London Big Dig day was also held which involved 73 growing spaces and over 500 volunteers, who braved a very wintry day in March.

Capital Growth's involvement in the Big Dig allowed us to develop a matchmaking service for corporate volunteer teams and Capital Growth spaces and, in the coming year, we will be launching an online version of this service.

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

We are grateful to the British Heart Foundation for funding a part-time post for the Campaign for three years, from January 2012. Our thanks also go to the First Steps Nutrition Trust for helping to fund our report on the ineffectiveness of regulation to protect children from online junk food marketing. We continue to be focussed on securing funds to bring our campaigning capacity up to at least one full-time equivalent position. In the meantime, project office Malcolm Clark ably continues to run what amounts to a full-time campaign on a part-time basis.

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#### *School food standards*

The government's announcement in July 2012 of a school food review, and the inclusion of standards in its remit, is testament to the success of the Save our School Food Standards campaign in getting the issue on the political agenda. Together with our SOSFood campaign partners (Jamie Oliver Foundation, School Food Matters, Local Authority Caterers' Association and the Food for Life Partnership), we drew up a joint submission to the School Food Plan. This set out the evidence for why we need to protect the huge investment already made in children's health and wellbeing and ensure mandatory school food standards apply to all schools. The Children's Food Campaign was instrumental in getting over 35 civic society organisations to support the joint submission.

In February 2013 we sent our submission to the School Food Plan, including the full range of policies that we believe will provide not only good food in schools but also food education and skills to pupils. By Easter, 575 people had used our online action to give their views to the School Food Plan. We also continued to encourage our supporters to ask their MPs to sign Early Day Motion 54 to support the standards, which had been signed by 117 MPs by the end of the parliamentary session.

#### *Free school meals*

We produced 2,000 copies of an updated briefing on free school meals for our trade union partners to distribute during the 2012 Party Conference Season. The Children's Food Campaign also signed up to the Children's Society's *Fair and Square* campaign calling for Free School Meals to be extended to all children living in poverty. A new campaign we are supporting is aiming to extend free school meal provision to include breakfasts. We continue to await the much-delayed consultation from the Department for Education on eligibility under the new Universal Credit system.

#### *Food education in schools*

We had cause to celebrate in February 2013 following the publication of the long-awaited draft National Curriculum. After years of campaigning, it is proposed that cooking and food education is included as compulsory subjects (in Design and Technology) for all students up to age 14. We are working closely with other organisations to establish a common position and campaign, as we look to secure cooking's place in the final curriculum and strengthen the text of the programme of study. By Easter, over 200 people had taken our online action to respond to the Department for Education's curriculum consultation, supporting the proposals and making the case for improved training and facilities.

#### *Food marketing*

In April 2012 we launched *Checkouts Checked Out*, a report highlighting the continued marketing of junk food at the tills and queuing areas of supermarkets and other retailers. In October our report was mentioned on BBC radio's Today programme, pushing the issue up the agenda once more. Lidl's announcement that they would introduce a 'healthy checkout' in each of its stores was a direct result of the story. In January 2013 we gave a presentation to the Dieticians in Obesity Management sub-group of the British Dietetic Association, and are now campaigning with them to 'chuck junk off the checkouts', building on our existing work and looking ahead to the forthcoming government Responsibility Deal food marketing pledges.

Following the Advertising Standards Authority's (ASA) failure to engage with the substance of our 'super complaint' last year on online marketing of unhealthy food and drink to children, we presented a smaller number of complaints in fine detail. Although the ASA chose to investigate only one-third of these, we have had some successes in securing changes to misleading health claims and wording on certain websites. In February 2013, with British Heart Foundation colleagues, we met representatives of the ASA and the Committee on Advertising Practice and raised some of the policy and process issues arising from our complaints. The meeting helped to inform the final shape and tone of our report on the inadequate regulation of online marketing of junk food to children, which will be published in Spring 2013.



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On the eve of the London 2012 Olympics, we launched a report on the Olympic-related marketing tactics of Olympic sponsors Coca-Cola, McDonald's and Cadbury's, and also on the International Olympic Committee's approach to sponsorship. *The Obesity Games* report received significant media coverage, it has been quoted across the world, and is already influencing policy debates. We have now widened our campaign to include other major sporting events, including the Glasgow 2014 Commonwealth Games and also the World Athletics Championships, to be hosted in London in 2017.

#### *Food labelling*

During June-August 2012, the Department of Health conducted a consultation on front-of-pack food labelling. Together with the British Heart Foundation we helped draft a joint response to the consultation and secure signatories. Charlie Powell, Sustain's Campaigns Director, was part of a delegation which met Tesco to persuade them to adopt traffic light labelling ahead of the consultation deadline. Days after that deadline, we were delighted that the supermarket announced that it would introduce a hybrid nutritional labelling system which includes a front of pack traffic light colour coding system. Morrisons, Aldi and Lidl have subsequently followed suit. Following the government's recommendation for a hybrid front-of-pack system, the Children's Food Campaign continues to be part of the NGO group seeking to ensure that the system is widely adopted, and with robust criteria.

#### *Public health policy*

We continue to provide regular commentary and briefings to journalists and politicians on the government's Responsibility Deal and Change4Life campaign. We gave oral evidence to the Academy of Medical Royal Colleges' inquiry into tackling obesity and also made a written submission.

### **Growing Health**

This new project, funded by the Tudor Trust, began in summer 2012 and is being led by Sustain member, Garden Organic. Given the many benefits to people's physical and mental health and well-being that can result from growing your own food, we are aiming to integrate food growing projects into the routine services offered by health and social care professionals.

New, part-time project officer, Maria Devereaux, has been working with Capital Growth's Sarah Williams, and colleagues at Garden Organic to make contact with organisations already using food growing to benefit health and wellbeing. This is creating a good network of mutual support, as well as a basis for the campaigning elements of the project that will be developed later in 2013. Garden Organic is undertaking a review of the evidence on the health effects of food growing projects, which will be summarised into a number of key briefings for different professionals.

Meetings have been held with several voluntary sector organisations including Trust for Conservation Volunteers, Groundwork, Thrive, The Ecomind team at MIND and The Centre for Sustainable Healthcare. Additional meetings have been held with NHS and public health staff including South London and Maudsley NHS Trust, NHS Newham, and NHS Hackney. We have also contacted some key academics and researchers in this field who have agreed to be involved in the project.

Both Sustain and Garden Organic have been identifying good case studies to show how the NHS is funding food growing in both the old and new NHS structures. So far, there are at least ten potential case studies that are at various stages of commissioning food growing projects. We have also identified a number of Capital Growth spaces with health links. Consultation with the project's advisory group and all the case study contacts will help shape the project's future, highlighting the opportunities for the NHS to commission food growing and how Growing Health can help to overcome barriers to this process.

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### London Food Link

Ben Reynolds, as Network Director, continued to work with part-time network officer, Ross Compton. In September the London Food Link launched the second edition of the *Good Food for London* report at our conference of the same name. The report, first produced in 2011, documents the participation of London Boroughs in good food initiatives, provides maps, and reflects borough performance in a league table. Examples of the programmes promoted in the report include the Soil Association's Food for Life Catering Mark and Compassion in World Farming's Animal Welfare Awards. The 2012 report had a positive reception from local authorities and has proved to be a useful way to raise the profile of food-related issues with London councils and we aim to set the bar higher for the third edition in 2013.

This Good Food for London conference was held at the Rich Mix venue in Bethnal Green, and marked 10 years of London Food Link's work in the capital. The event was well attended and people showed a keen appetite for more good food work in London. The conference was the final London Food Link event to be hosted by our long-standing chair Anne Dolamore. Anne, who was also chair of Sustain, took the decision to step down to focus her attention on her other passions. She has been a fantastic advocate for our London work, possessing a real zest for London and its diverse food culture. We are extremely grateful for her support over the years and wish her the best of luck for the future.

### *The Jellied Eel*

The last year has seen four issues (35-38) of the Jellied Eel magazine published, with 20,000 copies of each issue going out to subscribers (London Food Link members) and to stockists, the number of which has risen from 140 to 170. We were delighted to be one of three finalists in the 2012 Guild of Food Writers awards category for best food magazine, beating stiff opposition from many well established magazines. Below are some of the magazine's highlights:

- The 'Veg' special, issue 35, covered the decline of greengrocers and those bucking the trend, the launch of our vegetarian restaurant competition, and the Adopt-a-Plot project run by Capital Growth and Ethical Eats. We also featured chef Arthur Potts Dawson, and the new Dalston Cola causing a stir in East London, in the midst of the heavily branded Olympics.
- Issue 36 focused on Olympic food, where to eat around Greenwich, the launch of the Londoners Loaf competition (working with the Real Bread Campaign), ethical breakfasts and ten products you would not have expected London to produce.
- The state of school food in London was the theme for issue 37, with other articles celebrating 10 years of London Food Link (and The Jellied Eel magazine), the rise of free range chicken outlets, where to get local milk around London and the launch of our kids' meals competition.
- Issue 38 focused on food and finance, with articles on food speculation, cashmobs, and an interview with Divine Chocolate's Sophi Tranchell. Other articles focused on the revamp of East Anglian beans courtesy of Hodmedods, plus a look at Herne Hill market.

### Ethical Eats

From 2009 to 2012, Ethical Eats was funded by the Big Lottery's Local Food Fund to advise London's restaurants and caterers on using more local and sustainable food, conserving energy and water and reducing waste. The project was awarded a further year of funding by the Big Lottery under its 'Supporting Impact' scheme to focus on community cafés and catering colleges.

Project officer Charlotte Jarman returned from maternity leave in May 2012, to join fellow part-time project officer Duncan O'Brien, and has focused on working with community cafés; Kelly Parsons has

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continued part-time as Deputy Editor of *The Jellied Eel* magazine; and Melissa Hayles joined the Ethical Eats team in October, moving over from Sustain's Food Legacy project, to work with catering colleges, helped by former volunteers Nadia Mackenzie and Theresa Douthwright who have worked freelance for Ethical Eats.

Support for Ethical Eats increased significantly this year. By April 2012, over 1,300 people received its e-bulletin; 1,400 followed the project on Twitter, and it has over 350 Facebook fans. Ethical Eats was also on the judging panel for the food category of the Considerate Hotel of the Year Awards in May 2012, and helped judge the 2013 Sustainable City Awards, this year emphasising reducing food waste.

#### *Events for catering businesses and community groups*

This year Ethical Eats again ran several well-received events for chefs, caterers, restaurateurs and community groups, including themed workshops:

- Nose-to-tail butchery and cooking (March 2012), at the Central Street Cookery School, in preparation for our first Nose-to-Tail Fortnight;
- Food sustainability for festival and street-food caterers (May 2012), at New Covent Garden Market, including a 'meet the supplier' session for local-to-London producers to show their wares;
- Healthy and sustainable food (July 2012), for a team of 13- to 18-year-old Global 'Generators', run with Greenwich Co-operative Development Agency, at Global Generation's Skip Garden, with sessions on seasonality, waste, health, food growing, and the virtues of tap over bottled water.
- Sustainable seafood for caterers (September 2012), organised with Sustainable Fish City at the Billingsgate Seafood Training School, involving an early morning tour of the market, tasting alternative fish species and hands-on fish preparation;

#### *Publications and campaigns*

Ethical Eats also ran high-profile campaigns and worked with industry media:

##### ○ *Nose-to-tail Fortnight*

In May 2012 we ran our first Nose-to-Tail Fortnight, involving over 30 eateries creating menu specials featuring offal and other forgotten cuts, to reduce food waste. We suggested potential suppliers, provided publicity materials and promoted participants with an online map and in the media. The campaign was covered in over 25 publications including *The Metro* and key industry publication *Big Hospitality* – as well as BBC Radio Two's *Anneka Rice Show*.

##### ○ *Good Food for Festivals*

Inspired by the London 2012 Food Vision, we worked with Sustain's Food Legacy project to produce two *Good Food for Festivals* guides: one for festival and street-food caterers, and the other for festival organisers. Both guides, launched July 2012, advise on how to make positive changes, based on Sustain's sustainable food guidelines. Good links were formed with several influential industry groups, who promoted the guides to their members, including via a panel session on sustainable festival food at the A Greener Festival 'Green Events and Innovations' conference in April. The *Good Food for Festivals* guide for festival organisers was awarded a 'Green Inspiration' award by A Greener Festival.

##### ○ *Better Breakfasts and the Local Food Finder*

Having identified breakfast as an often-neglected area of the menu, Ethical Eats produced *Better Breakfasts: a guide to help your morning menu rise and shine*. This helps hotels, restaurants and caterers improve the sustainability of their breakfasts, with practical, simple advice on ethical pitfalls and opportunities. It was featured on the front page of *Foodservice Footprint* and in leading industry magazine *Caterer & Hotelkeeper*. The guide was promoted alongside the re-launched Local Food Finder, our online directory of local and ethical producers and suppliers. Our former Ethical Eats project officer, Emily Crawley, returned for a short consultancy to overhaul the directory and promote it to producers and suppliers via producer groups and accreditation bodies.

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#### ○ *Urban Food Week*

In September 2012 we organised London's first Urban Food Week, celebrating the fabulous local produce being produced on the capital's doorstep. This was a collaboration between Sustain's Ethical Eats, Capital Growth and Capital Bee projects, building on the successes of the Adopt-a-Plot scheme, creating links between restaurants and community growers, and 2011's London Honey Festival. Existing links were celebrated and new matches made, with over 60 food businesses, growers, beekeepers, and others getting involved, and restaurants, cafés, bars and pubs across the city showcasing dishes and drinks made with ultra-local fruit, veg, herbs and honey. Over 20 events took place during the week, and a highlight was Ethical Eats' collaboration with The Table café on a pop-up dinner for 120 people in a Capital Growth space near London Bridge. The space is run by homeless charity St Mungo's, and the event raised almost £1,000 for them. The week received very positive feedback via Twitter and Facebook, and was covered in over 25 online and print publications.

#### *Work with community cafés and catering colleges*

Since October 2012, Ethical Eats has re-focused on helping people from disadvantaged backgrounds to get local and sustainable food skills by working with London's community cafés and catering colleges.

#### ○ *Community cafés*

Charlotte Jarman and Nadia McKenzie worked with Maurice McCartney and Simon Michaels, from the Making Local Food Work project, and Mel Taylor of Greenwich Co-operative Development Agency to run a sell-out training programme on sustainable business planning for community cafés. The workshops took place in February 2013 at the Crisis Skylight Café (run by the charity Crisis that helps homeless people and ex-offenders back into work). The sessions covered the basics of business planning and financial management; food hygiene and health and safety; food buying and sustainability; marketing and promotion; and training staff and volunteers.

Charlotte has since been providing attendees with tailored advice, and many attendees have also been referred to Making Local Food Work's Enterprise Support scheme to get free business assistance. We plan to produce fact sheets for community cafés on different topics such as marketing and promotion, menu development and sustainable food buying, to be distributed via the Ethical Eats e-bulletin.

#### ○ *Catering colleges*

In March 2013, students from three colleges across London came together at the Southgate campus of Barnet & Southgate College for demonstrations from chefs and caterers, in an event organised by Melissa Hayles. Students were inspired by the skills of chefs Craig Keane from the House of Umami and Mike Knowlden and Joshua Pollen from Blanch & Shock, who demonstrated dishes using 'ugly fish' (lesser known species unfamiliar to catering students) and unusual techniques with vegetables.

One-to-one help has been offered to the following catering colleges: Hackney Community College; Lewisham College; Southwark College; Westminster Kingsway; University of West London; Waltham Forest College and Redbridge College, that wants to send students to our forthcoming workshops. Melissa has also worked with the vocational education qualifications body, City & Guilds, on the curriculum for the new Sustainable Catering qualifications, to be launched in September 2013.

#### *Brentford Market*

The Big Lottery's Local Food Fund approved a grant for an extension project of Ethical Eats, to help develop a new local and sustainable food market in the London Borough of Hounslow. Melissa has been providing intensive assistance for the Brentford High Street Steering Group Committee with funding and practical help to set up a new weekly food market in Brentford to help regenerate the High Street and create jobs. We hope this project will help to demonstrate food's transformative role in bringing more people and trading activity into a local area. The launch of the market is planned for May 2013 and we will help with marketing and recruiting stall holders.

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#### *GreenCook*

After many months of negotiation, in summer 2012 Sustain's Ethical Eats project became a partner on the European GreenCook project ([www.green-cook.org](http://www.green-cook.org)). Funded by the European Union's Interreg IVB, it has partners in Belgium, France, Germany, and the Netherlands, and aims to reduce food waste in supermarkets, households and catering establishments – the latter being the focus for Sustain's work.

With our consultant partner London Remade Solutions (LRS) we researched whether the perception of food hygiene laws is a barrier to reducing food waste in a professional kitchen – the answer to which was generally 'no'. We suggested that this barrier is perceived by policy-makers rather than caterers. We also promoted cosmetically imperfect produce, otherwise known as 'Category 2' or 'wonky' veg.

In November 2012, we participated in the project's mid-term conference, held at the Conseil Regional in Lille, France. Project officer Duncan O'Brien made a joint presentation with our Dutch partner De Proeftuinen, as well as talking to delegates about Ethical Eats' work on food waste.

In December 2012 we held a food waste reduction workshop at Westminster Kingsway College, a leading college for catering training, for 18 students and professional chefs, coordinated by Chef Ambassador Miranda Godfrey. Talks were from food waste campaigner Tristram Stuart (another Ambassador), food waste project PlanZHeroes, food distributor Reynolds, collection service Bio-Collectors, and the Sustainable Restaurant Association. Participants improvised dishes, and separated any food waste produced into 'avoidable' and 'unavoidable' before weighing and recording it. The event led to Westminster Kingsway planning an initiative, to be run by 10 first-year students as "Greener Cooks Student Ambassadors", reducing food waste in the college, starting in September 2014.

At the beginning of 2013, Julie Riehl took over from Duncan (who moved back into the world of social enterprise and food outside Sustain) and she has already made excellent progress. Informed by the work of Dutch GreenCook partners De Proeftuinen, Julie recruited a network of ten Chef Ambassadors who are enthusiastic about promoting waste reduction both where they work and to the wider food service industry. Ambassador web pages have been published on the Ethical Eats website, and these inspiring pioneers have already helped us to run numerous events, training sessions and other promotional activities, see: [www.sustainweb.org/ethicaleats/greencook\\_ambassadors/](http://www.sustainweb.org/ethicaleats/greencook_ambassadors/). The ambassadors are Eibhear Coyle (Lancaster Hotel); Caroline Bennett (Moshi Moshi); Miranda Godfrey (Westminster Kingsway College); Alan Stewart, Oliver Rowe and Maria Elia (chefs that support sustainable food); Tristram Stewart (food waste campaigner); Tom Fletcher (Rejuce); Thomasina Miers (Wahaca); and Sarah Moore (artisan caterer).

Building on our work with Westminster Kingsway College, we started working with West London University to hold a similar workshop in 2013, to address food waste and options for reducing it, demonstrating minimal waste cooking methods.

In February 2013, Julie and Kath participated in a 'community of practice' meeting in Brussels, which aimed to share expertise between the European project partners. We are now planning an exchange trip with the Netherlands group De Proeftuinen to share expertise on their work with catering colleges and their well-established food waste ambassadors network; and to explore preservation techniques and new technologies such as pascalisation.

Sustain has also contributed to a pan-European GreenCook food waste cookbook that promotes food waste reduction alongside recipes and inspiring quotes from chefs and political leaders. We provided recipes that aim to minimise food waste (from our GreenCook Ambassador Sarah Moore) and arranged for articles from London Mayoral food advisor Rosie Boycott and food waste campaigner and GreenCook Ambassador Tristram Stuart.

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#### Olympic food and Food Legacy

Sustain's work on sustainable event catering was dominated during 2012 by preparations for London's hosting of the 2012 Olympic and Paralympic Games. We worked closely with leading food sustainability accreditation bodies – including the Fairtrade Foundation, Healthier Catering Commitment, Marine Stewardship Council, Red Tractor and RSPCA Freedom Food – to ensure that as much food as possible for Games-time catering met the London 2012 Food Vision standards. In previous years, Kath Dalmeny, Sustain's Policy Director, had helped the Games organisers to adopt a healthy and sustainable food policy for the 14 million meals served at this major international event. We also continued, as part of the Food Legacy project, to encourage more organisations to adopt the London 2012 Food Vision standards. We worked with – and give presentations to – industry networks, event organisers, catering and hospitality companies and the large institutions that they serve.

To make direct links with Olympic- and Paralympic-related activities, we had very positive meetings and correspondence with Olympic champion Lord Sebastian Coe, and meetings with representatives of the Olympic Legacy Park, Jubilee Park, and Lee Valley Regional Park Authority – all hosts to London 2012 events. These park managers were keen to embed good food policies into their catering, land use and promotional activities. The Olympic Legacy Park promised that when the site is redeveloped after the Olympics all food served will meet the Food Vision standards

The London 2012 press office issued their first food-related press release in June 2012, which was a milestone after detailed negotiations. Other media coverage for the Food Legacy programme included features in *The Guardian*, on the Radio 4 Food Programme, and in a range of catering and sustainability trade press. In a flurry of media activity during the summer, we received many enquiries about food standards for the London 2012 Olympic and Paralympic Games from as far afield as Canada, New York, South America, Australia and Japan. We participated in several media interviews, as well as providing plentiful background material to journalists.

On the eve of the London 2012 Opening Ceremony, Sustain's policy director Kath Dalmeny joined a sustainability tour of the London 2012 Olympic site with the London 2012 organisers, the head of the United Nations Environment Programme, Achim Steiner, and the then Defra Minister Caroline Spelman MP. Kath presented Achim Steiner with a copy of our *Sustainable Fish Legacy 2012* report, thanking him for the UN's annual review of world fish stocks that provides the motivation for effective action.

Food Legacy also continued a range of activities, including:

- Working with Ethical Eats to produce and promote *Good Food for Festivals Guide* (see Ethical Eats report), which was presented at the LIVE UK Summit in October, a conference for over 100 events organisers across the UK.
- Presenting Food Legacy Awards at London Food Link's anniversary event in September, to recognise the achievements of caterers, London Boroughs and inspiring organisations and individuals who have achieved significant progress on serving healthy and sustainable food, in line with the London 2012 Food Vision.
- Asking the main London 2012 caterers for feedback on implementing the London 2012 Food Vision standards. Their views are informing our discussions with the organisers of the Glasgow 2014 Commonwealth Games, the Rugby World Cup 2015 and the Rio 2016 Olympics.
- Contacting hundreds of hospitals and universities, and many large employers, hotels and pub chains across the country, asking them to consider signing up to the Food Legacy pledge.
- Giving talks such as at the Positive Impact conference in January 2013, with over 200 delegates from the large-scale events industry; and running a workshop at the International Food Exhibition in March on sustainable food for events;
- Participating in numerous government and academic surveys to identify and record what was learnt from London 2012.

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Working with Sustain member organisations, we are now seeking food sustainability commitments from the organisers of:

- Glasgow Commonwealth Games 2014, working with NGO partners in Scotland;
- Rugby World Cup 2015, to be hosted in London;
- Rio 2016 Olympic and Paralympic Games, working with members of the international ISEAL Alliance of ethical and sustainable food certification bodies;
- World Athletics Championships 2017, to be hosted in London;
- The International Golf Federation that runs the Ryder Cup;
- Other high-profile sporting and cultural events organisers.

The Food Legacy project ended in September 2012, with the close of the London 2012 Games, at which point we reviewed what we had learned before 'passing the baton' to Sustain's Ethical Eats project. Our main conclusions were that it is an uphill struggle to persuade organisations to sign a pledge that deals 'all at once' with a wide range of health and sustainability issues. In particular, large organisations and corporations find it difficult to make a public commitment when some action may not be undertaken until much later, or might fall off the agenda despite initial promises. Success also depends heavily on finding enthusiastic individuals in target organisations who are prepared to champion change. What seems to be a more practical and successful approach is issue-specific work such as Sustainable Fish City, which provide good 'first steps' for caterers to start working on sustainability issues.

### **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 managed 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 was run by other national partners, several of which are Sustain members. Early in the year Sustain's strands came to an end, as planned.

However, working with the Plunkett Foundation and other Making Local Food Work partners, Sustain helped to develop a project called 'Cultivating Networks'. Running to July 2013, this will work with membership organisations that support local and community food enterprises, to help the membership organisations themselves to develop services and become more financially secure.

#### *Food Supply & Distribution*

Working with Policy Director Kath Dalmeny, the project officer for this strand Clare Horrell produced a number of reports to share what we learned, specifically:

- A Healthy Profit: A guide to how to price the food community groups grow and make.
- Information Technology and small scale food organisations: Is IT a nightmare? A review of our experience working with our project partners to try to develop common system for processing and managing orders.
- Two practical guides detailing how two of the projects in the strand, Manchester Veg People and Moss Brook Growers established their projects.
- Growing Communities: sharing a method of monitoring and evaluation.

#### *Food Co-ops*

The online – and perennially popular – Food Co-ops Finder map, with over 85,000 pageviews since its launch in 2009) was updated to make it more easily searchable. The Food Co-ops Toolkit was revamped, having received over 128,000 pageviews since its launch in 2009 and project officer Maresa Bossano oversaw the production of several films, available on Sustain's Food Co-ops YouTube channel.

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Maresa also worked with the eight regional food co-op advisers to write case studies and reports and finalise our monitoring and evaluation. The evaluation report, commissioned from City University London, showed that:

- Sustain had supported 390 food co-ops and buying groups, nearly double the original target of 200, and helped over 150 new food co-ops to establish or start up.
- Long-standing food co-ops (that operated formal co-operative structures) had taken steps, with Sustain's help, to become more financially secure.
- The percentage of food co-op members who report eating at least five portions of fruit and vegetables each day before shopping at the food co-op was 21%, rising to 29% after starting to shop at the food co-op.

### *Food and planning*

Project officer, Suzanne Natelson, organised a series of successful regional events to present the Campaign to Protect Rural England (CPRE) food web mapping research and to explore issues around food and planning. Suzanne also contributed to the Town and Country Planning Association's guidance for local authorities on green infrastructure and climate change, promoting land for food growing.

### *Local Action on Food network*

As the Making Local Food Work programme came to an end we decided, after much deliberation, to close the associated Local Action on Food network. The local food movement has moved on since 2008 when the network was established and the gap the network was designed to fill has, encouragingly, been filled by a number of new organisations.

The network officially closed on 1<sup>st</sup> September and members were given the option to transfer their remaining membership to other Sustain networks. The network has been a great success over the years, holding events, producing reports and providing advice. We have attracted individuals and groups from across the country and we have been privileged to work with so many inspiring people who are making change happen in their communities. Sustain will still be working in local areas across the country through the Big Dig project and we have ambitions to develop this work next year through the new Sustainable Food Cities network that we will be running with the Soil Association and Food Matters.

## **Organic sector development**

Sustain has continued to manage the finances for the UK's organic promotion campaign, launched publicly in January 2011 and continuing until September 2013, 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. The stringent reporting procedures and currency fluctuations were, once again, dealt with expertly by Sustain's Finance Director Quoc-anh Tran, alongside consultant Catherine Fookes, who co-ordinates the programme as a whole, working with the Organic Trade Board.

The campaign has had some important successes in its second year, gaining a much coveted award from the Marketing Agencies Association for 'Best marketing led campaign', as well as being runner-up to Guinness (an iconic brand with a budget many times the size of ours) for The Grocer magazine's 'Best outdoor campaign 2012'.

Not only has the campaign won awards, it has also been effective in increasing organic sales and starting to reverse the decline in the organic market caused largely by the economic recession. Independent analyst Kantar World Panel showed that sales were declining by 15% when the campaign started but by the end of March 2013 the decline had been slowed to only 1%, the lowest decline for more than two years. In Organic September 2012 alone, when we were advertising on the London Underground and online with a major retailer, sales across all organic categories rose 7.7% on the previous month.



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### *Advertising*

Four different advertisements appeared in over 45 London Underground stations in three different periods: May 2012, September 2012 (to coincide with Organic September) and January 2013. Our independent monitoring and evaluation tracking showed awareness of the adverts was 37% compared to the industry average of 17%, and the ads were seen by 4.5m people. In each period, ads also appeared on line at major retailers to encourage people to switch to organic. We had some excellent results for example seeing sales increases in the following organic categories: fruit 25%, meat 45%, milk 11% and vegetables 15%.

### *Public relations*

Our target was to get 200 pieces of coverage to appear in the media in this second year, which we only very narrowly missed with 180 pieces of coverage appearing, and a total circulation of PR articles of over 149 million.

In May we held The Great Organic Debate, a debate and dinner to help educate sceptics and generate healthy debate with the aid of a panel of well-known faces, such as former BBC Newsround presenter, John Craven. The event was hosted by supper-club luminary Ms Marmite Lover and filmed for media use. The event stimulated healthy conversations via social media channels and, since Mumsnet was ideal for targeting ABC 1 affluent shoppers, we invited Mumsnetters to join in the debate through sponsored threads in their chat forums.

Haygarth, the marketing company commissioned by the campaign, ran a survey looking at the topical issue of food waste and issued a media release that obtained coverage in the Daily Mail and Daily Telegraph among other online pieces. They also organised an event at Portobello Road market in London to celebrate "Organic September" and this obtained coverage in national media title The Metro and in regional media. As part of educating influencers, a blogger event was hosted at Helen Browning's Organic Farm to highlight the principles of organic farming and the benefits of organic food and drink. Bloggers attending included key influencers from 'mum' and 'foodie' communities and the activity resulted in mentions on influential food blogs and new recipes promoting organic food.

A partnership with top chef, Monica Galetti, as our Organic UK campaign ambassador, has resulted in some mouth-watering recipes to show how cooking with just a few key seasonal organic ingredients can result in a host of family meals to feed a family of four throughout the week. The development phase of this has been undertaken and recipes will be promoted in the media along with interviews with Monica after our media event at the Good Housekeeping Institute on 30th April.

### *Digital and social media*

A new Facebook page [www.facebook.com/organicuk](http://www.facebook.com/organicuk) was developed and the creative style of the London Underground ads was used. The Facebook page has allowed people to share tips, have conversations and discuss issues important to them. We post information about the benefits of organic food and drink via recipes and competitions and also with serious stories about the environmental benefits of organic. At the end of March 2013 the campaign has gained 52,000 "likes" on Facebook and Twitter (@organicukfood) has 4,291 followers.

### *Measurement and evaluation*

Research work undertaken by Leapfrog to track the effectiveness of the campaign show that attitudes towards organic food are changing for the better:

- 7% increase since June 2012 of the understanding that organic food contains fewer chemicals and 8% increase on organic food being safer to eat
- Those who have seen the campaign are particularly likely to believe that organic food is healthier for you, safer to eat, uses fewer antibiotics on animals and tastes fantastic, even though we do not state this on our ads or in our material.

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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 2013

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- The importance of buying organic food is increasing among those who have seen the campaign, and they are twice as likely to buy organic food in the next fortnight. This figure is only 37% for people who have not seen campaign.

Based on these very encouraging results in the coming year we are planning to reapply to the European Commission for another campaign to build on this success.

### 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 Fund. After five very successful years, the funding for this phase of the project will end in summer 2013, as scheduled, but Chris is already working on new ideas to develop the project's future.

#### *Bakers' support*

The book version of *Knead to Know*, our guide to success in bringing Real Bread to the heart of a local community, sold out back in February 2012 but demand for it continued. Between April 2012 and March 2013, 379 people downloaded the PDF version, and 257 kindly made donations for it. Given this level of demand, we are delighted that the book will be republished by Grub Street in June 2013.

The number of small, local bakeries taking advantage of a free listing of their Real Bread on our unique online directory reached 570, those registered to use The Real Bread Loaf Mark had risen from 70 to 119, and we published details of 54 vacancies on our jobs page.

#### *Schools*

This year, we learned that children in at least 39 schools learned to make Real Bread thanks to our work. This takes the total to at least 8,017 children in at least 123 schools since we began this work, easily exceeding our original target of 6,000 children in 100 schools. As our *Lessons in Loaf* and *Bake Your Lawn* guides were downloaded 726 times from tes.co.uk, the actual figures are likely to be much higher.

#### *Membership*

More than 750 people either joined the Campaign or renewed their membership this year, generating over £20,500 towards the costs of running the project. The number of subscribers to *The Real Baker-e*, our online members' forum where people can ask for and share ideas and information with others in our mutually-supportive national network, passed 600.

#### *Raising awareness*

On 27 February, we published *A Wholegrain of Truth?* This was the report of our investigation that found some industrial loaves marketed under the healthy halo of wholegrain or wholemeal might not always be as wholesome as one might think from the labelling and advertising. By 31 March it had been downloaded 106 times and, including this and *Knead to Know*, 892 copies of Real Bread Campaign publications were downloaded during the year.

Events and activities either organised or attended by Chris included:

- 15 April: Real Bread workshop for food co-ops
- 1 August: Local Loaves for Lammis
- 9 July – 13 August: The Londoners' Loaf competition
- 23 & 23 September: The Cake & Bake Show
- 5-7 October: The Real Bread Festival
- 15 January: Real Bread workshop for school teachers
- 24 January: Real Bread gathering

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Our support of GM Freeze's action against GM wheat trials at Rothamsted Research in Hertfordshire culminated in April 2012, when we joined them to present a petition to Defra. Another action we supported was against the proposed changes to VAT on certain baked goods, aka the 'pasty tax', which would have affected small, independent Real Bread bakers who also rely on other products to stay in business.

Highlights of the media coverage that have helped us to promote the many benefits of all-natural local loaves, and highlight the continuing need for our work, included being featured by: [bbc.co.uk](http://bbc.co.uk), BBC Good Food, BBC local radio (Derbyshire, Lancashire, Northampton, Oxford, Three Counties, Wales), Brand Republic, British Baker, Campaign, [channel4.com](http://channel4.com), Country Living, Countryside, [deliciousmagazine.co.uk](http://deliciousmagazine.co.uk), Ethical Consumer, Food and Drink (BBC2), Food Manufacture, Going Places (Malaysia Airlines' magazine), Good Housekeeping, Great Food Magazine, Inside Europe (DW), London Evening Standard, Marketing Week, Media Week, Metro, Observer Food Monthly, Our Daily Bread (Radio 4), PR Week, Retail Times, Speciality Food Magazine, The Daily Mail, The Financial Times, The Financial Times Weekend, The Food and Farming Awards (Radio 4), The Food Programme (Radio 4), The Foodie Bugle, The Great British Food Revival (BBC2), The Guardian, The Herald, The Independent, The Star (Malaysia), The Sunday Telegraph, The Times, Time Out, Warwickshire Living, and Which? Magazine.

Our use of social media has also contributed to maintaining the Campaign's public profile, with our Twitter following almost doubling from just over 8,000 to nearly 15,500 people during the year. Supporters can read more detailed month-by-month updates in *Breadcrumbs*, our e-newsletter, and Campaign members can enjoy in-depth articles in our quarterly magazine *True Loaf*, and we were delighted when this was the featured publication on BBC TV's Have I Got A Bit More News For You.

### Sustainable Fish City

Sustainable Fish City began in 2011 as the 'campaign to make London the world's first city where businesses, schools, universities, hospitals and citizens buy, sell and eat only sustainable fish'. The campaign is now in its second year and interest in the campaign has broadened beyond London, so now Sustainable Fish City has become the campaign for towns and cities across the country.

The first two years of the campaign were funded by the BBC Wildlife Fund, European Fisheries Fund, John Ellerman Foundation and the Waterloo Foundation. In December 2012, the Garfield Weston Foundation provided welcome additional funding, which will help us to develop the campaign through 2013. With generous guidance from Sustain trustee and working party chair Philip Lymbery and his fundraising colleagues at Compassion in World Farming, we are investigating more diverse funding opportunities.

In December 2012, Jon Walker – founding project officer for Sustainable Fish City – left Sustain to become a commodities specialist at the Fairtrade Foundation so we look forward to working with him in his new role. Meanwhile, Emily Howgate, an experienced member of the Sustainable Fish City working party, took over as project officer in early 2013.

#### *Sustainable fish pledges*

The campaign focus is on food eaten out of the home so, as well as committing to promoting sustainable options (e.g. Marine Stewardship Council eco-labelled fish, and those rated 'green' or 'fish to eat' by the Marine Conservation Society), pledge signees also remove 'red list' (endangered) species, and promote sustainable fish to their chefs and customers.

In January 2012, Sustain had co-ordinated a review of all wild caught fish to be served by the contracted caterers for the 14 million meals to be served at the London 2012 Olympic and Paralympic Games. The

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## SUSTAIN: THE ALLIANCE FOR BETTER FOOD AND FARMING

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review found that all wild-caught fish met the London 2012 Food Vision standards, apart from squid. Where remaining issues were found, Sustainable Fish City partner organisations the Seafood Choices Alliance and Marine Stewardship Council (MSC) helped the caterers to substitute with verifiably sustainable fish, thereby ensuring that, for the first time, the Olympic and Paralympic Games could claim to be serving only sustainable wild-caught fish.

To secure a sustainable fish legacy from 2012, we sought pledges from organisations associated with the London 2012 Games. Signatories included Adidas, British Airways, Coca-Cola GB, the City of London Corporation (including Guildhall and Mansion House), Deloitte, Eurostar, John Lewis, One Great George Street (host venue for London 2012 Media), the Royal Albert Hall, Thames Water and The Mayor's Thames Festival. Their action is helping to shape positive relations between the campaign and some of the large companies who provide them with catering services, who are our main target.

On the eve of the London 2012 Olympic and Paralympic Games, we launched the *Sustainable Fish Legacy 2012* report, charting remarkable achievements inspired by London 2012. Caterers that serve well over 100 million meals a year had by then adopted London 2012's sustainable fish standard. We are now in touch with sustainable fish colleagues in Brazil, hoping to help achieve a sustainable fish policy for the Rio 2016 Games.

In addition to our Olympic work, we have secured pledges from other large and influential companies and cultural institutions for sustainable fish in their contract catering, including the insurance company Aviva, Google UK and the large-scale caterer CH&Co. We are also very proud to welcome the Science Museum Group and the British Museum as pledge signatories, which each receive five million visitors a year.

Work continues with the MSC to get pledges from large contract caterers. Compass, the largest catering company in the world, has recently created a sustainable fish policy, which is a great step forward, so we are liaising with them to take their commitment further. Several smaller caterers are also getting on board, including Moving Venue, Party Ingredients, Rocket Food, and Squid & Pear. We are now investigating the high-value and hence influential policies, caterers and contacts amongst FTSE100 and large city businesses.

#### *Sustainable fish in the public sector*

September 2012 saw the launch of our campaign for mandatory standards for all fish served in schools. A letter to Henry Dimbleby, a restaurateur who has been commissioned to carry out the School Food Review, was co-signed by Sustainable Fish City ambassador Raymond Blanc OBE and working party members. Hundreds of campaign supporters also sent emails to the Department for Education. We also asked new Defra minister Owen Paterson to use his influence with Cabinet colleagues Michael Gove MP (education) and Jeremy Hunt MP (health) to secure sustainable fish standards for school and hospital food.

This resulted in a positive meeting with Henry Dimbleby, where we expressed serious concerns about the School Food Review recommending yet more voluntary approaches. In our experience these have never succeeded in achieving sustainable food standards and, worse, will probably make sustainable fish procurement uneconomic through increasingly fragmented and hence expensive contracts. Noting that £43m of fish is bought annually for school meals, we submitted a formal response to the School Food Review expressing these concerns. We also sent a letter of complaint to the Department for Education (DfE) about misinformation they had sent to Sustain and supporters about government-backed collaborative contract food suppliers. The DfE had assured us that the large-scale collaborative food procurement contracts available to schools already promote sustainable fish. Our own research showed that they do not.

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As part of London Food Link's 2012 *Good Food for London* report, we found that 26 London Boroughs are now taking action on sustainable fish, up from only 17 out of 33 in 2011, in large part due to earlier work by Sustain on the Good Food on the Public Plate project. Havering and ten other boroughs were highlighted for their leadership in this area.

#### *Bluefin tuna import ban*

We received a disappointing reply to our letter to fisheries minister Richard Benyon MP, in which we asked the Government to introduce an import ban on critically endangered bluefin tuna. Previously, the Government has supported listing bluefin as a CITES 'red list' species, which would have given it robust legal protection and a chance to recover. The minister's response suggested that an import ban would not be legal (which we contest); that current conservation measures are sufficient for bluefin tuna stocks to recover (which is highly questionable); and hence that no further government action is needed. We are exploring future opportunities to influence this area and seeking advice from international conservation groups.

#### *Sustainable fish events*

In January 2013, we hosted our second annual Sustainable Fish Forum for chefs, restaurateurs and restaurant chain food buyers, kindly led by our wonderful ambassador Raymond Blanc OBE. Our friends at the Worshipful Company of Fishmongers generously hosted us at the Fishmongers Hall venue. Around 80 attendees, together with staff from a range of supporting organisations, joined the day – braving the snowy streets of London to attend!

As with last year's successful event, the forum brought together restaurateurs, hotel chains, food and pub chains, to discuss how they could use more verifiably sustainable wild-caught and farmed fish. Attendees heard presentations about innovations in wild and farmed fish, including from the new Aquaculture Stewardship Council (ASC) and sector-relevant groups discussed action to be taken in their businesses. The event helped to build more momentum for the Sustainable Fish City campaign, and celebrated success for those organisations already part of the campaign.

#### *Sustainable Fish City iPhone app*

Our new Sustainable Fish City free iPhone app features Top Ten Swaps, plus recipes kindly donated by chefs Raymond Blanc OBE, Angela Hartnett and Geetie Singh MBE and can be downloaded at [www.sustainweb.org/sustainablefishcity/iphone\\_app/](http://www.sustainweb.org/sustainablefishcity/iphone_app/). Users can also send us their questions on sustainable fish for their local restaurants and the app can be personalised for participating organisations and businesses to promote with their staff or students.

#### *Going national*

This year has seen interest from other places in launching their own sustainable fish campaigns. Brighton & Hove Food Partnership ([www.bhfood.org.uk](http://www.bhfood.org.uk)) started with an emphasis on supporting local low-impact fishers and reconnecting Brighton with its fishing heritage, hosting its first public meeting in September 2012, where the audience passed a unanimous motion to support Sustainable Fish City. Shortly after, the Partnership announced that all primary schools in Brighton & Hove have obtained MSC Chain of Custody, which is a very welcome and encouraging start! There is also interest from groups in Plymouth (led by the National Aquarium charity) to adopt the Sustainable Fish City model. We hope that such local work will be taken further as part of the Sustainable Food Cities network ([www.soilassociation.org/sustainablefoodcities](http://www.soilassociation.org/sustainablefoodcities)), currently in development and for which Food Matters, the Soil Association and Sustain are national partners.

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### 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, and have continued to develop new areas of work that, in due course, we hope will be funded to become fully fledged campaigns or projects.

#### Children's Future Fund

This year we have made good progress with our work to develop fiscal measures – such as taxes – to ensure that the costs of our unsustainable food system are reflected in the price of food. Economists call this “internalising the externalities” and, if successful, would mean that good food would be cheaper than unsustainable food.

With funding from the Network for Social Change, we were able to employ a top quality researcher, Dr Ian Fitzpatrick, to produce a draft report recommending duties be levied on sugary drinks. We propose that, in the longer term, such duties could also be extended to take into account criteria such as environmentally friendly farming, high animal welfare, ethical trading, low greenhouse gas emissions, water stewardship, and reducing waste.

However, sugary drinks are the logical starting point for a simple and easily understandable fiscal policy on food as there is a large and growing body of research linking sugary soft drinks to obesity and dental decay and they usually offer no nutritional value other than calories (energy). Furthermore, there are already successful precedents for applying duties on such products in other countries – for example, in Finland, France, Hungary and some states in the USA. In August 2012 we briefed Liberal Democrat Peer Lady Parminter who tabled a successful motion at the Lib Dem Party Conference which called for a consultation on a sugary drinks duty.

Our report proposed that a Children's Future Fund, funded by a sugary drinks duty (raising around £1 billion a year), could pay for measures, such as free school meals for primary school children, to improve children's health and protect the environment they grow up in. We sent drafts at different stages of preparation for comment to academics with public health and health economics expertise and to organisations that were likely to support our recommendations. By the time we launched the report, *A Children's Future Fund: How food duties could provide the money to protect children's health and the world they grow up in*, at the end of January 2013, we had secured support for our recommendations from more than 60 organisations and from Professor Al Aynsley-Green, former Children's Commissioner for England.

We were delighted with the very enthusiastic media interest the report generated, which included 21 radio interviews, six television interviews and more than 60 news and trade articles. We were also very pleased that in February the Academy of Medical Royal Colleges reinforced our recommendation for a sugary drinks duty in its 'Measuring Up' report on tackling obesity, once again stimulating the media's appetite.

We wrote to key parliamentarians, including the Chancellor and Public Health Minister and their opposition counterparts and have begun following these up with further briefings. It is also encouraging that Keith Vaz MP recently tabled a Parliamentary motion (Early Day Motion 1239), calling on the Government to introduce “legislation to tax sugar-sweetened beverages”.

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Our success in raising public and parliamentary awareness about the use of fiscal measures on food as an underused method to improve the nation's dietary health has enabled us to present a strong case in funding applications for a sustained campaign. If successful, this will allow us to further ramp up the pressure on Government over the coming year and in the lead-up to the May 2015 General Election.

#### Food poverty

The continuing economic problems, coupled with the Coalition Government's austerity policies, meant that food poverty is back on the agenda. Tragically, it seems we are little further forward, in terms of policies to tackle the underlying causes, than we were in 2001 when Sustain published *Food Poverty: Policy Options for the new Millennium*. In early summer 2013 Sustain's Co-ordinator, Jeanette Longfield, will work with Professor Tim Lang from the Centre for Food Policy at City University London, to convene a meeting of interested organisations to explore how we might avoid the food poverty issue being marginalised, as it has been in the past.

#### Food waste

Kath Dalmeny, and Ethical Eats project officer Charlotte Jarman, have been working with The Pig Idea ([www.thepigidea.org](http://www.thepigidea.org)) – a campaign to change the law to allow feeding surplus food to pigs (and chickens). This is being run by food waste expert Tristram Stuart and chef Thomasina Miers. We are helping to produce a briefing paper for the campaign, and are exploring how Sustain and its members could help make the campaign a success, and Kath has joined the voluntary Board of the new charity Feedback that will oversee this work.

#### Less and better meat alliance

This informal group, focusing on eating less and better meat, had been established by Friends of the Earth and they invited Sustain to join along with Compassion in World Farming, Greenpeace International and WWF UK. Some funding was provided for WWF UK to employ a part-time co-ordinator for the group and, during the year, a number of meetings were held to expand the group of supporting organisations. These meetings also helped to inform discussions about the group's name and main messages. As a result, and early in the summer, the Eating Better alliance for a fair, green and healthy future will launch a website to attract more interest and more supporting organisations. In the longer term the group is seeking funding to be able to develop a fully-fledged campaign.

#### Planetary Boundaries initiative

Kath continues to help develop an initiative run by environmental lawyers, to explore legal approaches to environmental limits using the 'Planetary Boundaries' framework. This approach was championed at the Rio+20 Earth Summit in May and June 2012, with a positive reception from many delegations. However, the Earth Summit did not result in legally binding sustainability agreements, so the Planetary Boundaries group is reviewing its options for the next steps.

#### Save Our Antibiotics Alliance

The alliance, comprising founding members Compassion in World Farming and the Soil Association, alongside Sustain, is still hampered by lack of funding. Compassion in World Farming continues generously allocating some staff time, with the Soil Association's Richard Young providing unparalleled expertise. Despite these limitations, the alliance has been represented at a number of events and provided briefings for parliamentarians and journalists. The alliance also produced an updated briefing, *Antibiotic Resistance – the impact of intensive farming on human health*.

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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 2013

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### *Sustain's Guide to Good Food*

Our Sustainable Food Guidelines were produced at the end of 2007 and have been scheduled for updating for some time. Towards the end of the year a draft was prepared by staff and circulated to Sustain's membership for their contributions. We plan to have a fully revised version available on our website in the summer.

### **International links**

#### *Europe*

Sustain is an advisory partner in two EU funded projects: Foodlinks and Purefood, both coordinated by Wageningen University. The Foodlinks project aims to develop new ways of linking research to policy-making in the field of sustainable food consumption and production. The project is being carried out by a consortium of 14 partners (universities, regional and local governments and civil society organizations) from nine European countries. Through a group of researchers employed at PhD level, Purefood focuses on food systems at the urban, peri-urban and regional levels. Specifically, the projects will focus on sustainable food supply chains, public sector food procurement practices and urban and peri-urban food strategies.

Sustain is also a partner in another EU funded research project coordinated by Wageningen University: Foodmetres. This is looking at shortening supply chains into six metropolitan areas: Berlin, Ljubljana, London, Milan, Nairobi and Rotterdam. The project started in October 2012 and will run for three years, and Sustain is one of over 15 partners involved in the project. Sustain's Network Director Ben Reynolds is working with Coventry University and Garden Organic to select key commodity supply chains from urban and peri-urban London which will be analysed and assisted during the project.

#### *UK Food Group*

Sustain continues to provide book-keeping services for the UK Food Group, an independent sister network. The UK Food Group is the network of NGOs focussing on global food and farming issues, made up of development, environment, farmers and academic groups. Jeanette Longfield sits on the network's Management Group, as Treasurer, while one of the network's co-chairs, Patrick Mulvany, is a Sustain trustee. The part-time coordinator, Jean Blaylock, is based in the Sustain office and we are grateful to the Rowan Charitable Trust for funding this post.

The G8 summit, to be hosted by the UK in 2013, has food security and nutrition in Africa as focal issues. Preparations for this shaped the context for the network and members throughout the year. The network has organised and facilitated meetings among its members and joint lobbying on a range of international policy processes this year, including:

- European Union's policies on agriculture (Common Agricultural Policy - CAP) and Food Security, in the context of Policy Coherence for Development;
- CFS – UN Committee on World Food Security, especially on agricultural investment priorities
- GAFSP – Global Agriculture and Food Security Program, a donor trust fund set up following the L'Aquila G8 for aid to agriculture;
- G8 New Alliance on Food Security and Nutrition;
- G8 plans on land transparency;
- Post-2015 – the goals that may follow the current Millennium Development Goals;
- Rio +20 - the UN Sustainable Development Summit.



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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 2013**

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CAP and the CFS have been particularly prominent, and the network has done work on CAP in several alliances. Alongside Sustain the network arranged meetings for UK NGOs working on CAP and a session was also held with the All Party Parliamentary Group on Agroecology. As part of the European Food Security Group of CONCORD (the European network of development NGOs), in which the UK Food Group represents BOND (UK consortium of development NGOs), the network was part of lobbying MEPs on CAP.

Several network members attended the CFS annual plenary meeting in October and the UK Food Group helped to coordinate engagement there, including meeting with UK representatives. Throughout the year, the network has been active in the Civil Society Mechanism of the CFS on processes around implementing the guidelines on land tenure that were agreed last year, and developing principles on responsible investment in agriculture. The leader of the African group of states at the CFS spoke at the UK Food Group annual members' meeting, giving a behind the scenes insight into the negotiations.

The network made joint submissions to two consultations: the Department for Business, Innovation and Skills (BIS) consultation on a UK agri-tech strategy, and the Parliamentary International Development Committee inquiry on global food security. One of the UK Food Group co-chairs, Patrick Mulvany also gave oral evidence to this inquiry.

Alongside these process-oriented activities, the UK Food Group also held meetings on several broader issues, specifically: cloned and GM livestock; promoting agroecology in international development programmes; and investment in agriculture. An inspiring session was also held with Cambodian and Honduran land activists. The activists happened to be visiting the UK at the same time, and the session was not only very informative for the UK audience but also highlighted how much in common there is between the two land struggles – even with rather complicated translation from Spanish to Khmer.

The other major focus of the past year was helping to establish a UK food sovereignty movement. An event in July 2012 “Transforming our food system” brought together 120 people from groups active on a range of issues – community food growers, GM campaigners, land campaigners, international development NGOs, Transition Town groups and permaculture groups among them. They took a decision to initiate a UK food sovereignty movement both to strengthen our action for change here in the UK and to create solidarity with the global, Southern-led food sovereignty movement. The UK Food Group has been facilitating this development, including with administrative help.

The UK Food Group continues to contribute to the EuropAfrica project which connects African farmers' and European civil society organisations. This year the project developed a report “Family Farmers for Sustainable Food Systems” summarising the model of food production, consumption and markets requiring priority investment, based upon work by the three African farmers' networks from West, Central and Eastern Africa. The network is also part of the international More & Better network, helps organise the annual Lets Liberate Diversity forum of the European Farmers' Seeds Network, and participates in wider international processes on seeds and agricultural biodiversity.

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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 2013

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### Financial review

The fund balance carried forward at 31 March 2013 was £466,722 (2012: £452,799) on unrestricted general reserves. The restricted reserves on continuing projects were £280,753 at 31 March 2013 (2012: £291,114). The full Statement of Financial Activities is set out on page 36 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 £466,722. 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 2013**

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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 25 July 2013 and signed on its behalf by:

**Dr Mike Rayner**

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 2013 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 2013 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 (continued) 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 2013**

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		Restricted Funds £	Unrestricted Funds £	Total Funds 2013 £	Total Funds 2012 £
<b>INCOMING RESOURCES</b>					
<b>Incoming resources from generated funds</b>					
Voluntary income	2	10,497	22,676	33,173	53,377
Investment income		140	1,752	1,892	1,184
<b>Incoming resources from charitable activities</b>					
Health and Welfare	3	1,942,186	117,469	2,059,655	2,256,582
<b>TOTAL INCOMING RESOURCES</b>		<b>1,952,823</b>	<b>141,897</b>	<b>2,094,720</b>	<b>2,311,143</b>
		=====	=====	=====	=====
<b>RESOURCES EXPENDED</b>					
<b>Cost of generating funds</b>					
Fundraising costs	6	-	9,638	9,638	9,383
<b>Charitable activities</b>					
Health and Welfare		1,963,184	104,113	2,067,297	2,050,576
<b>Governance costs</b>	7	-	14,223	14,223	14,038
<b>TOTAL RESOURCES EXPENDED</b>		<b>1,963,184</b>	<b>127,974</b>	<b>2,091,158</b>	<b>2,073,997</b>
		=====	=====	=====	=====
<b>NET (OUTGOING)/INCOMING RESOURCES BEFORE TRANSFERS</b>					
		<b>(10,361)</b>	<b>13,923</b>	<b>3,562</b>	<b>237,146</b>
Transfers between funds	13	-	-	-	-
<b>RECONCILIATION OF FUNDS</b>					
<b>NET MOVEMENT IN FUNDS FOR THE YEAR</b>					
		<b>(10,361)</b>	<b>13,923</b>	<b>3,562</b>	<b>237,146</b>
Total funds at 1 April 2012		291,114	452,799	743,913	506,767
<b>TOTAL FUNDS AT 31 March 2013</b>		<b>280,753</b>	<b>466,722</b>	<b>747,475</b>	<b>743,913</b>
		=====	=====	=====	=====

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 2013**

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		2013		2012	
	Notes	£	£	£	£
<b>FIXED ASSETS</b>					
Tangible fixed assets	10		-		-
<b>CURRENT ASSETS</b>					
Debtors	11	160,966		480,950	
Cash at bank		1,064,804		721,552	
		<u>1,225,770</u>		<u>1,202,502</u>	
<b>CREDITORS:</b> Amounts falling due within one year		(478,295)		(458,589)	
			<u>747,475</u>		<u>743,913</u>
<b>NET ASSETS</b>			<u><b>747,475</b></u>		<u><b>743,913</b></u>
<b>CHARITY FUNDS</b>					
Restricted funds	13		280,753		291,114
Unrestricted funds					
General funds	13		466,722		452,799
			<u><b>747,475</b></u>		<u><b>743,913</b></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 25<sup>th</sup> July 2013 and signed on their behalf by:

**Dr Mike Rayner** - 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 TO THE FINANCIAL STATEMENTS For the year ended 31 March 2013

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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" revised in March 2005, applicable accounting standards and the Companies Act 2006.

#### **1.2 Company status**

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

#### **1.3 Fund accounting**

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

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

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

#### **1.4 Incoming resources**

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

#### **1.5 Resources expended**

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

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

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.



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# SUSTAIN: THE ALLIANCE FOR BETTER FOOD AND FARMING

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## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

For the year ended 31 March 2013

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### 1. ACCOUNTING POLICIES-CONTINUED

#### 1.5 Resources expended (continued)

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 £1,000 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, the charity'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.

2. VOLUNTARY INCOME	Restricted Funds	Unrestricted Funds	Total 2013	Total 2012
	£	£	£	£
Donations	10,497	22,676	33,173	53,377
	=====	=====	=====	=====

# SUSTAIN: THE ALLIANCE FOR BETTER FOOD AND FARMING

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

For the year ended 31 March 2013

### 3. INCOMING RESOURCES FROM CHARITABLE ACTIVITIES

	Restricted Funds	Unrestricted Funds	Total funds 2013	Total funds 2012
	£	£	£	£
<b>Health and Welfare</b>				
A-Team Foundation	5,000	30,000	<b>35,000</b>	29,941
BBC Wildlife Fund	7,500	-	<b>7,500</b>	12,500
Big Lottery Fund - Changing Spaces programme	24,837	-	<b>24,837</b>	512,327
Big Lottery Local Food Fund (various)	376,147	-	<b>376,147</b>	281,294
British Heart Foundation	55,000	-	<b>55,000</b>	70,666
Campaign to Protect Rural England	7,044	-	<b>7,044</b>	-
City Bridge Trust	45,000	-	<b>45,000</b>	-
Conference and workshops	50	10,156	<b>10,206</b>	10,966
Esmée Fairbairn Foundation	73,333	-	<b>73,333</b>	80,311
Rural Payments Agency (EC)	355,838	-	<b>355,838</b>	186,925
European Fisheries Fund	27,125	-	<b>27,125</b>	-
Friends of Regents Park	-	6,664	<b>6,664</b>	-
Fairtrade Foundation	-	-	-	15,125
Garfield Weston Foundation	50,000	-	<b>50,000</b>	-
Greater London Authority (various)	105,000	-	<b>105,000</b>	559,498
Interreg IVB NWE (ERDF)	23,552	-	<b>23,552</b>	-
John Ellerman Foundation	20,000	-	<b>20,000</b>	20,000
Kenneth Miller Trust	-	20,000	<b>20,000</b>	-
Membership fees	22,087	16,170	<b>38,257</b>	32,287
Network for Social Change	-	5,208	<b>5,208</b>	8,040
Organic UK Campaign Pledges	350,059	-	<b>350,059</b>	342,469
Organix Foundation	-	-	-	5,000
Other grants and income	5,600	5	<b>5,605</b>	16,810
Polden Puckham Foundation	-	23,000	<b>23,000</b>	8,000
Practical Action (EC)	6,000	-	<b>6,000</b>	-
Rowan Trust	32,250	-	<b>32,250</b>	-
Royal Society for the Prevention of Cruelty to Animals (RSPCA)	10,000	-	<b>10,000</b>	-
Russell Partnership	30,000	-	<b>30,000</b>	-
Sales and publications	-	125	<b>125</b>	57,041
Social Action Fund	267,465	-	<b>267,465</b>	-
Stichting DLO	14,486	-	<b>14,486</b>	-
Subscriptions	-	6,141	<b>6,141</b>	7,382
Tudor Trust	28,813	-	<b>28,813</b>	-
	<b><u>1,942,186</u></b>	<b><u>117,469</u></b>	<b><u>2,059,655</u></b>	<b><u>2,256,582</u></b>

# SUSTAIN: THE ALLIANCE FOR BETTER FOOD AND FARMING

## NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

For the year ended 31 March 2013

4. RESOURCES EXPENDED	Direct Staff Costs £	Other Costs £	Support Costs £	Total 2013 £	Total 2012 £
<b>Charitable activities</b>					
Health and Welfare	569,697	1,275,552	222,048	2,067,297	2,050,576
<b>Other expenditure</b>					
Fundraising	8,603	-	1,035	9,638	9,383
Governance	5,735	6,960	1,528	14,223	14,038
	584,035	1,282,512	224,611	2,091,158	2,073,997
	584,035	1,282,512	224,611	2,091,158	2,073,997

5. ANALYSIS OF SUPPORT COSTS	Health & Welfare £	Fundraising £	Governance £	Total 2013 £	Total 2012 £
Staff costs	62,801	293	432	63,526	61,882
Office costs	80,022	373	551	80,946	77,594
Other costs	79,225	369	545	80,139	79,743
	222,048	1,035	1,528	224,611	219,219
	222,048	1,035	1,528	224,611	219,219

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

6. FUNDRAISING COSTS	Total Funds 2013 £	Total Funds 2012 £
Direct staff costs	8,603	8,391
Support costs	1,035	992
	9,638	9,383
	9,638	9,383

7. GOVERNANCE COSTS	2013 £	2012 £
Direct staff costs	5,735	5,594
Auditors' remuneration	6,960	6,960
Support costs	1,528	1,484
	14,223	14,038
	14,223	14,038

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

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**NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)****For the year ended 31 March 2013**

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<b>8. NET (EXPENDITURE)/ INCOME</b>	<b>2013</b>	<b>2012</b>
	<b>£</b>	<b>£</b>
This is stated after charging:		
Depreciation of tangible fixed assets:		
- owned by the charity	-	637
Auditors' remuneration - audit services	6,960	6,960
	=====	=====

During the year, no Trustees received any remuneration or any benefits in kind (2012 – Nil), and no Trustee was reimbursed for expenses (2012 – one Trustee received £17).

<b>9. STAFF COSTS AND NUMBERS</b>	<b>2013</b>	<b>2012</b>
Staff costs were as follows:	<b>£</b>	<b>£</b>
Wages and salaries	664,893	689,057
Social security costs	69,021	73,676
Pension costs	7,926	6,716
	=====	=====
	741,840	769,449
	=====	=====

The average number of full-time equivalent employees during the year was:	<b>No.</b>	<b>No.</b>
Health and Welfare	15	16
Governance	2	2
	=====	=====
	17	18
	=====	=====

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 TO THE FINANCIAL STATEMENTS (CONTINUED)****For the year ended 31 March 2013**

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<b>10. TANGIBLE FIXED ASSETS</b>		<b>Furniture, Fittings and Equipment £</b>
<b>Cost</b>		
At 1 April 2012 and 31 March 2013		32,596
		=====
<b>Depreciation</b>		
At 1 April 2012 and 31 March 2013		32,596
		=====
<b>Net Book Value</b>		
<b>At 31 March 2013</b>		-
		=====
At 31 March 2012		-
		=====
<b>11. DEBTORS</b>	<b>2013</b>	<b>2012</b>
	<b>£</b>	<b>£</b>
Debtors	18,049	146,099
Prepayments	6,929	6,916
Grants receivable	135,988	327,935
	160,966	480,950
	=====	=====
<b>12. CREDITORS: Amounts falling due within one year</b>	<b>2013</b>	<b>2012</b>
	<b>£</b>	<b>£</b>
Other creditors	11,881	40,844
Accruals	46,066	8,133
Deferred income	420,348	409,612
	478,295	458,589
	=====	=====

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## SUSTAIN: THE ALLIANCE FOR BETTER FOOD AND FARMING

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### NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

For the year ended 31 March 2013

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13. STATEMENT OF FUNDS	Brought Forward £	Incoming resources £	Resources Expended £	Transfers In/(out) £	Carried Forward £
<b>Unrestricted funds</b>	<b>452,799</b>	<b>141,897</b>	<b>127,974</b>	<b>-</b>	<b>466,722</b>
<b>Restricted funds</b>					
Big Dig	-	267,465	262,477		4,988
Campaign for Better Hospital Food	81	88,660	84,104		4,637
Capital Growth	4,327	276,390	268,337		12,380
Children's Food Campaign	1,687	60,030	55,400		6,317
Ethical Eats	(12,315)	196,751	176,844		7,592
Food Legacy	1,682	30,050	31,840		(108)
Food Metres	-	14,486	475		14,011
Good Food on the Public Plate	840	-	23		817
Making Local Food Work	43,147	31,881	77,760		(2,732)
Organic UK Campaign	222,325	706,037	770,556		157,806
Pesticide-Free London Campaign	4,249	45,550	46,369		3,430
Real Bread Campaign	5,171	87,443	84,385		8,229
Sustainable Fish City	15,595	107,325	76,550		46,370
UK Food Group	4,325	40,755	28,064		17,016
	<b>291,114</b>	<b>1,952,823</b>	<b>1,963,184</b>	<b>-</b>	<b>280,753</b>
<b>Total funds</b>	<b>743,913</b>	<b>2,094,720</b>	<b>2,091,158</b>	<b>-</b>	<b>747,475</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 2013 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:

#### **Big Dig**

Government's Social Action Fund awarded funding to Sustain to co-ordinate The Big Dig project from March 2012 to September 2013. We will be working in London and with partners in five other cities to provide training and advice to around 10,000 community food volunteers in these cities.

#### **Campaign for Better Hospital Food**

The Campaign for Better Hospital Food is funded by the Esmée Fairbairn Foundation and is working with a growing alliance of organisations to achieve mandatory health and sustainability rules for hospitals food in England.

#### **Capital Bee/Pesticide-Free London**

Capital Bee's new phase, funded by the City Bridge and Patagonia Trusts, is campaigning to prevent the use of dangerous pesticides in London's parks, gardens and green spaces. We are aiming to help create a safe and thriving green urban environment for bees and other pollinators, and for people.

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

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### **NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)**

**For the year ended 31 March 2013**

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#### **Capital Growth**

The Capital Growth project, funded by the Big Lottery and by the Greater London Authority, aims 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 Children's Food 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, the Ethical Eats 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.

#### **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.

#### **Food Metres**

This EU funded research project, coordinated by Wageningen University in the Netherlands, is looking at shortening supply chains into six metropolitan areas: Berlin, Ljubljana, London, Milan, Nairobi and Rotterdam. Sustain is one of over 15 partners involved in the project and will locate key commodity supply chains from around London for the project.

#### **Making Local Food Work**

This Big Lottery-funded initiative, Making Local Food Work, 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.

#### **Real Bread Campaign**

Funded by the Big Lottery and the Sheepdrove Trust, the Real Bread 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 Sustainable Fish City 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, the UK Food Group, now funded by the Rowan Charitable Trust, 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 TO THE FINANCIAL STATEMENTS (CONTINUED)****For the year ended 31 March 2013**

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

	<b>Restricted Funds £</b>	<b>Unrestricted Funds £</b>	<b>2013 £</b>	<b>2012 £</b>
Tangible fixed assets	-	-	-	-
Current assets	280,753	945,017	1,225,770	1,202,502
Creditors due within one year	-	(478,295)	(478,295)	(458,589)
	<u>280,753</u>	<u>466,722</u>	<u>747,475</u>	<u>743,913</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.