

**Case Study: Caroline Drummond, Chief Executive, Linking Environment And Farming:
The Champion of Eco Farming in the UK**

- As Chief Executive of LEAF (Linking Environment and Farming) Caroline's aim is to make farming in the UK more environmentally responsible for the future by combining modern farming with conservation and engaging with the public out on the farm
- In 2003, she was recognised for her contribution to the farming industry as a Pioneer for the Life of the Nation by Her Majesty the Queen and was selected as a woman of achievement for Women of the Year 2007, 2008 and 2009. In 2009, Caroline was recognised in the Queen's Birthday Honours List and received an MBE for services to agriculture
- When she's not sitting on an influential committee or steering group, Caroline's busy promoting LEAF's Integrated Farm Management system through demonstration farms, writing technical papers, conducting LEAF Audits, and speaking at numerous farming conferences and seminars. She's held numerous positions¹ on farming related councils and plays a central role in changing the face of Britain's farming policy
- At 45, a mother of one, Caroline has a real passion for the environment. She is married to a dairy farmer and they live in the beautiful Looe Valley in South East Cornwall, where her husband's family run a 130 dairy herd
- Caroline has worked extensively on dairy, arable and sheep farms, driven fork lift trucks for a living (she was a CITB approved instructor), herded sheep on a motorbike in Australia, stripped maize and worked in an abattoir
- Her interest in farming started in early childhood, when she was sent to her grandparents' home on the Isle of Wight to recuperate from the mumps. It was the late 1960's during the food and mouth outbreak, and aged only four, she noticed that the fields were devoid of her beloved cows - and so began her fascination with farming
- At school, her favourite subjects were maths, chemistry and biology – so agricultural college was the natural choice for her. She won a place at Seale Hayne College in Newton Abbot on the condition that she gained farm work experience. So, after finishing her 'A' levels, she spent the summer in Paris, then worked for a year on a dairy farm near Whitland, Wales – milking cows three times a day

¹ She was Chairman for the 2005 Oxford Farming Conference Council, is a Fellow of the Royal Agricultural Societies (FRAS), a Fellow of the Institute of Agricultural Managers (FIAM), a chartered environmentalist (CEnv) and a director for LEAF Marque. She was awarded the British Ecological Society: Ecological Engagement Award 2009. She has also recently been made of Fellow of the Royal Society (FRSA) 2010. She has been on the Assured Produce Council and was a founding director of the Assured Combinable Crop Scheme. She was represented on the BSi committee for the development of the BS7750 standards and sits on various steering groups including the Voluntary Initiative. She is a Trustee for CPRE as well as a Governor for the Royal Agricultural Colleges, Rothamsted Research and the British Nutrition Foundation (2008 -). She has previously been on the Policy Committee for CPRE, the School of Agriculture for the Royal Agricultural College and a Governor for the Institute of Grassland and Environmental Research (2005 – 2008).

- At that time, agricultural college wasn't an obvious choice for a girl and Caroline found herself in a class where the men outnumbered the women four to one. She was the first female student union President at the college – and lead singer of the college band! It was here that she met her husband, Phil
- As part of her degree, Caroline's work placements were varied. Nine months were spent working the land, driving tractors and irrigating at a farm in Thetford, followed by researching sugar cane on a plantation in Barbados. She earned a scholarship to travel the world working on farms in Malaysia, Thailand, India, Australia and New Zealand
- After gaining lots of practical farming experience, Caroline took a lecturing job at Shuttleworth Agricultural College where she was involved in the crops team focusing on sugar beet, cultivations, and crop management
- Three years later, in 1991, Caroline Drummond was appointed to lead LEAF. The charity has designed and created an IFM system which encompasses the best of natural farming methods such as crop rotation and leaving a wildlife 'corridor' between crops and waterways, balanced with modern technology, such as the use of satellite mapping. Today there are a growing number of farmers following the IFM approach and involved with LEAF. This has included those that have gone down the LEAF Marque route where their produce is externally verified to demonstrate their commitment to LEAF's high environmental standards and can be identified by the LEAF Marque logo in store
- Outside of LEAF, Caroline's interests include; sailing, painting, cooking, kitchen science and singing. She was the lead singer for two bands in the 1980s and 1990s, and has even played support for Kid Creole and the Coconuts!
- For further information or to find out how to join LEAF visit www.leafuk.org

- Ends -

For further information and images, to arrange an interview or to obtain industry comment:

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Editor's Notes:

- LEAF (Linking Environment And Farming) promotes environmentally responsible farming. We support farmers to produce good food, with care and to high environmental standards, identified in-store by the LEAF Marque logo. We build public understanding and trust of food and farming in a number of ways, including Open Farm Sunday and visits to our national network of Demonstration Farms

- LEAF Marque is an assurance scheme based on LEAF farming principles. It is independently inspected and certified by third party certification bodies. Farms certified as LEAF Marque can use the LEAF Marque logo on all the produce they sell, direct to the consumer or to retail outlets
- LEAF's Integrated Farm Management (IFM) approach combines the best of traditional farming methods with modern technology, allowing farmers to manage their farms in an informed, professional and caring way. IFM encourages farmers to maintain the highest standards of food production with the minimum environmental impact
- The LEAF Audit is a progressive and practical whole farm business management tool, to help farmers prioritise decisions and make meaningful changes to farm practices as well as demonstrate their environmental responsibility
- The LEAF Green Box is a simple, step-by-step approach to monitoring the environment on a farm. Divided into four sections: biodiversity; soil; water and air, the Green Box helps farmers record and monitor activity on their farm
- Open Farm Sunday – Taking place on 13 June 2010, Open Farm Sunday is a national flagship event when hundreds of farms open their gates to the general public. It is a great opportunity for visitors to see at first hand how farmers produce the food they eat and care for the countryside. For more information visit www.farmsunday.org
- Let Nature Feed Your Senses – LEAF (Linking Environment And Farming) and the Sensory Trust are working together on a flagship project to connect disengaged groups and individuals with nature and the countryside, through food and farming. The project involves sensory rich visits to farms and nature reserves across England and is part of Natural England's Access to Nature programme, which is funded by The Big Lottery Fund's Changing Spaces programme
- For more information on all LEAF's work and activities, visit www.leafuk.org