



Annual Report

A report on our progress from 1 September 2024 to 31 August 2025



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Chair's Report

This year has reinforced what I've always believed: resilient, pasture-based farming systems are at the heart of a sustainable future for people, animals, and the land. Across the UK, I've seen our members demonstrating what this looks like in practice — farms that regenerate soils, support biodiversity, produce high-quality food, and create livelihoods that endure. It is this combination of care, innovation, and resilience that makes Pasture for Life such a powerful movement, lived out every day by the people at its core.

It has also been a year of transition and renewal for the organisation itself. As Jimmy sets out in his report, Pasture for Life has navigated shifting projects and funding while developing a long-term strategy to guide us through to 2030. The launch of our new advisory offer, the continued growth of our partnerships, and the professionalism of our expanding team all point to an organisation that is confident in its purpose and ambitious for the future.

What stands out most is the spirit that runs through Pasture for Life — collaboration, curiosity, and care. Our members, staff, and trustees continue to work together to uphold the values that have always set us apart: farming with

nature, respecting animals, and supporting each other as a community of practice. We have become a credible and trusted voice in food and farming while remaining firmly grounded in real-world experience.

As I step down after six years on the board and four as Chair, it is clear that the organisation's achievements are driven by its staff and members. Their expertise, dedication, and creativity have propelled Pasture for Life forward, and I have had the privilege of helping guide the board in support of their work. The movement is stronger, more resilient, and more relevant than ever, and it is in their capable hands that the organisation will continue to thrive.

Pasture for Life has never been just about farming systems; it is about relationships, integrity, and shared purpose. I look forward to following the next chapter as the organisation continues to show how livestock can be part of the solution — for climate, for nature, and for people.

Johnnie Balfour

Chair

Chief Executive's Report

Things feel very different after a month of rain; the grass is growing, silage is being cut unusually late and it's hard to miss the mast year. I'm also hearing reports of an outrageous Autumn colour show to come. But what a strange season it has been - particularly for those in the rain shadows. To better understand the impact of the drought, our team is currently interviewing members so do [get in touch](#).

This meteorological turbulence has been mirrored at Pasture for Life this year as we have seen big swings of funding and activity as projects have ended and new ones started again. Our growth over the last five years - of activity, impact and our organisation - has been exciting and purposeful, with our members at the heart of everything, giving and receiving of their time and expertise. Just in the year to March 2025, we saw 50% income growth - driven by our knowledge exchange work - and our team has done a really impressive job

'Our new advisory offer was launched in January... we have been successful in our bid for a Knowledge Exchange Partnership that will lead to the development of a data platform... and our new website is about to launch.'



managing that, ensuring consistency and quality across the board. With this has come the realisation that project funding, on which we are currently dependent, can only get us so far. This current year will see a contraction of funding and activity and that has come with its challenges.

Last year, I trumpeted the development of our new 2025-2030 strategy, which will see PfL take a more commercial direction in terms of how we conceive of and sell our services. We expect this will deliver a greater level of financial resilience and consistency of output to our members and the wider farming community. Despite the financial uncertainty and lack of core funding, we have managed to make excellent progress on the development of our plan. Our new advisory offer was launched in January and is on track to hit its first year targets. We have been successful in our bid for a Knowledge Transfer Partnership with the University of Reading that will lead to the development of a data platform to help members and the organisation make better decisions and demonstrate impact. Finally, our new website is about to launch, which will provide the foundation of how we market this new offer.

It would be impossible not to mention the progress of our Pasture & Profit in Protected Landscapes programme. With the main bulk of the funding, and the DEFRA programme itself, culminating in March 2025, there was an incredible flurry of work to get all of our 18 projects over the line in time on the back of an unprecedented amount of events, mentoring and community building.

Professionally evaluated, the programme has been a huge success and with DEFRA announcing very late in the day that there would be some additional funding, we have been successful in keeping things going in 10 of the project areas. With the programme now having received c.£1.75m of funding over its three years, we're working on what comes next. In large part this is our new strategy, which has been put together with the deep learnings and expertise we have developed through programmes like this, but we're also lucky to now count many National Parks and National Landscapes, across the UK, as our close partners. There is more to come, including the growth of our activity in Wales and Scotland.

Looking across our other work this year, and our progress over the last five, it's always exciting to reflect on the extent to which we are a serious player in the academic space, valued for our practical and progressive insights on grassland and livestock farming and access to the best of farmers. We're bidding for our third Horizon project and have been working on three Innovative Farmers field labs. This can take time to bear fruit but few can point to peer-reviewed research to support their system. Data and evidence, from the pioneers of the agroecological movement, are at the heart of our approach and that should give us all confidence. The way we communicate has also stepped up a notch this year and I hope that was evident if you came to our stand at Groundswell

'Data and evidence, from the pioneers of the agroecological movement, are at the heart of our approach and that should give us all confidence.'



and, what is now, an annual not-to-be-missed party that 400 attended this July. You'll see more evidence of this quality when we launch our new website.

As we look towards 2026, all that's left to say is a huge thank you to our outgoing Chair, Johnnie Balfour. Johnnie joined the board mid-way through 2019, six years ago, and has been a steady and assured Chair for the past four. An impeccable Edinburgh host, of me and the wider team, on many occasions, his enthusiasm for Pasture for Life has not waned. We can expect him to stay close as he develops his farming business and, in particular, routes to market for his beef that will have Pfl at the centre. We wish you well, Johnnie.

Jimmy Woodrow
Executive Director

2024-25 Headlines

1,552

Members

c.30,745

hectares of grazing land under certification

c.288,000

hectares of grazing land in the membership

Version

5.1

of the
**Pasture
for Life**
certification
standards

200+

Events
delivered

5,526

Total
attendees

Including

40

Winter
Webinars

2,661

Winter
Webinar
attendees

Groundswell

9

sessions

150+

session visitors each
for Grazing Planning
Workshop and Couples
Therapy

1,140+

total tent visitors

400

guests for drinks

Membership

Membership Growth

Our community continues to expand, now totaling **1,552 members**. We are particularly encouraged by the increase in our paying members, which grew from 931 to 999, representing a **7.3% growth** this year.

An additional **110 farms** received memberships through our projects, which concluded in March. This brings our total of project members to **601**.

Acquisition Highlights

Our strategy for acquiring new paying members is primarily driven by authentic connections:

- **Word-of-Mouth and In-Person Events:** These channels consistently prove to be our most effective for member acquisition.
- **Industry Events:** Our participation in various events and conferences across the UK, spanning from South England to Northern Ireland, yielded substantial success. We onboarded **58 new members** at these events, accounting for **27.75%** of our total new paid-up members for the year. The implementation of QR codes also streamlined our onboarding process.
- **Balanced Growth:** This year's growth reflects a balance between free memberships obtained through projects and the acquisition of new paying members.
- **Engaging Winter Webinar Series:** Our winter webinar series, featuring partnerships collaborations with organisations such as AFN, served as an excellent platform for attracting new members, resulting in **20 new sign-ups**.

Retention

While we welcomed **227 new paying members** this year, we also observed 159 member departures. Our retention rate has reduced to **79%**, below our target of 90% but still high looking across the economy. As our organisation expands, we acknowledge the challenge of maintaining consistent service across diverse geographical areas, which is a key focus of our 2025-2030 strategy.

We are actively working to evolve our membership offerings, which have historically been supported by grant funding. Our objective is to proactively develop our membership value proposition to enhance retention rates moving forward and offer as much flexibility as possible for our members.

Serving Our Membership

Our **2030 Business Plan** continues to serve as our strategic roadmap for expanding our membership offering. This year, our focus continues to be on strengthening existing offerings by enhancing community connection.

We have commenced a national focus in Wales and Scotland, which has proven to be a successful starting point for ensuring our relevance in the context of both nations. This initiative is leading our partnership connections with other organisations to reach a broader network of farmers and industry specialists.

Our **WhatsApp groups** and **Google Forum** (with an average of over 40 posts per month) continue to be thriving platforms for member connection. Furthermore, we have renewed and introduced exciting new brand discounts, including:

- 10% off FECPAK
- £80 off Soilmentor
- 5% off with Puffin Packaging

We are immensely proud of our certified farms who were shortlisted for awards, recognising their unwavering dedication to Pasture-fed systems and nature. These include:

- Johnny Wake: Sustainable Farmer of the Year 2024, British Farming Awards and Entrepreneur Alumni 2025, The Cranfield School of Management
- Mark and Jenny Lee: Excellence in Practical Farming 2025, RASE
- Jock Gibson: Grassland Manager of the Year 2025, Farmers Weekly
- Fordhall Farm Shop: Golden Fork for Sustainability 2025, Great Taste
- Claire Whittle: Russ Carrington Award for Best Newcomer 2025, Pasture for Life

Many other members were also shortlisted for and won food and farming awards across the country, truly embodying the spirit of our community. The collective result of these efforts is consistently positive and impactful feedback from our members.



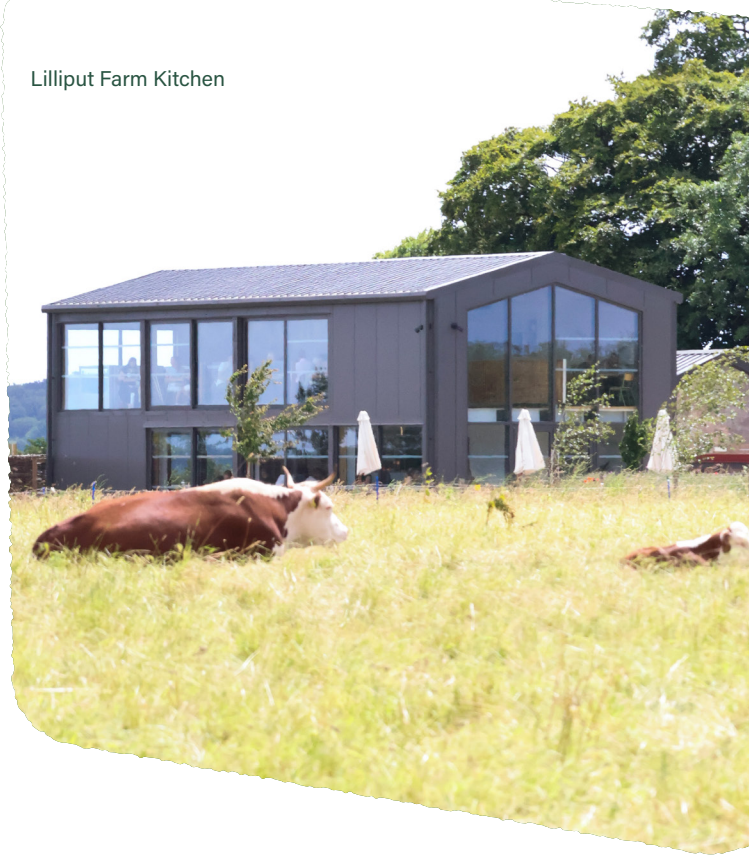
Certification

The total grazing land area now under Pasture for Life certification has increased to **c.30,745 hectares (up 7.8%)**.

Numbers

The number of certified producers has decreased nominally from 148 to 147, although there has been a steady cycle of both newly certified and terminated producers throughout the year. The number of beef animals under Pasture for Life certification has decreased to c.14,057 cattle (8.9% decrease) whilst sheep numbers have increased, c.30,485 (up 26%). We have 10 certified dairy producers (including one goat dairy) producing more than 3.8 million litres per annum. We have 20 Approved Businesses, approved to sell PfL certified produce, they comprise 14 butchers, 2 restaurants and 4 online retailers.

Lilliput Farm Kitchen



Ramsland Farm



Levies

We have collected over £7,600 of levies in 2025, to cover the 2024 period. This is a significant increase over previous years and is essential income to support the certification scheme, standards development and supply chain opportunities

Standards

We released Version 5.1 of the Pasture for Life certification standards in April 2025, which included a small number of small changes compared to the release of the major Standards revision, Version 5.0, in 2024.

We continue to ensure that the standards offer a fully evidence-based certification scheme that is straightforward to interpret and deliver on-farm. To reduce confusion between primary producers and other businesses involved in the supply chain, any independent post-farm-gate businesses are now 'approved' by PfL rather than certified by our certifying body, Organic Farmers & Growers.

Knowledge Exchange

It's been a very busy year for Pasture for Life in the knowledge exchange space. Of particular note is the launch, at Oxford Real Farming Conference, of our new advisory service, which has hit the ground running with work for the likes of the Duchy of Cornwall and other estates and businesses. March also saw the culmination of our Pasture & Profit in Protected Landscapes programme and a huge amount of work from the team to get that over the line and evaluated for our funders: 18 Protected Landscapes across England. We have been successful in getting some follow on funding from 10 of them and this is currently driving activity in England.

In Wales, through some funding from the Agriculture for Net Zero network, we have been putting on an event programme over the summer, continue work with Plantlife delivering education into higher education colleges and are about to commence an advisory partnership with the North Wales Wildlife Trust. In Scotland, our Skills Development programme continues and closes in November and we once again completed a Scottish government-funded knowledge transfer project.

Across the board, our work remains very funding dependent, including putting on on-farm events, and we are working on making our core event provision more self-sustaining and consistent as we recognise this is a key element of our offer to members. This, along with the development of our new data platform and the roll out of our mentoring and skills

development products are our key goals for the current financial year.

Events Summary

We delivered over 200 events, reaching a total of more than 5,000 attendees. In addition, we organised two larger social events - a drinks party for members and partners of Pasture for Life at Groundswell, which was attended by 400, and a dinner at Somerville College, Oxford, attended by 192, bringing the Oxford Farming Conference together with the Oxford Real Farming Conference over a shared meal. This latter event included Pasture for Life certified beef from Horton House Farm in Wiltshire, via The Green Butcher and lamb from Susan's Farm in Cumbria. Crucially, it saw all the major food and farming organisations come together, representing a coming-of-age moment for Pfl as a key player in the farming transition.

Consulting

This year saw the development and launch of Pasture for Life's consultancy offer, designed to support farmers seeking tailored, expert guidance on transitioning to and thriving within 100% pasture-fed systems. Building on our established expertise in certification, grazing management, animal welfare, and environmental monitoring, the consultancy service provides advisory, farm-specific support that helps farmers improve productivity, reduce costs, and enhance the health of their land and livestock.

Our model is built around a network of experienced consultants, all with strong backgrounds in farm business management and agroecological approaches, who work under the Pasture for Life banner. Pasture for Life handles all contracts and coordination, ensuring a professional and reliable offer while allowing consultants to focus on working directly with farmers.

In its pilot phase, the consultancy has focused on areas such as livestock feasibility, grazing planning, livestock health and welfare, biodiversity monitoring, and preparation for certification. Feedback from participating farms has been extremely positive, with early results showing clear improvements in management confidence and data use.

As the offer matures, Pasture for Life is exploring options for expanding the consultant network and developing new quality assurance and oversight systems to maintain consistency and impact. The consultancy is a key part of our wider strategy to scale knowledge and support for regenerative, pasture-based farming, enabling more farmers to benefit from the insights, tools, and networks that define the Pasture for Life community.



ORFC Dinner

Scotland

The Skills Development Programme, funded by the Esmée Fairbairn Foundation, now in its second and final funded year is due to conclude in November. Aimed at new entrant farmers, or those from farms transitioning to regenerative principles, our second cohort of twelve trainees has worked through 4 months of practical workshop-based training, online meetings and networking as part of the programme. In addition there have been one-off paid for places for 30 farmers and agricultural professionals who have attended alongside the trainees. We have also delivered components of this programme to staff of NatureScot, providing knowledge and training in regenerative farming, otherwise unavailable in Scotland.

Funded by the Scottish government's Knowledge Transfer and Innovation Fund and the Loch Lomond and Trossachs National Park Authority, the Low-Input Farm Business Performance Programme concluded in March, having successfully delivered 12 webinars and 4 in-person events over the winter of 2024/25. Attended by over 120 farmers and supporting industry professionals, well-known Pfl members and certified businesses hosted key programme events, including Chair Johnnie Balfour hosting at Balbirnie Home



Bethan Till

Farms, and two visits to David and Cora Cooper at certified Tardoes Farm.

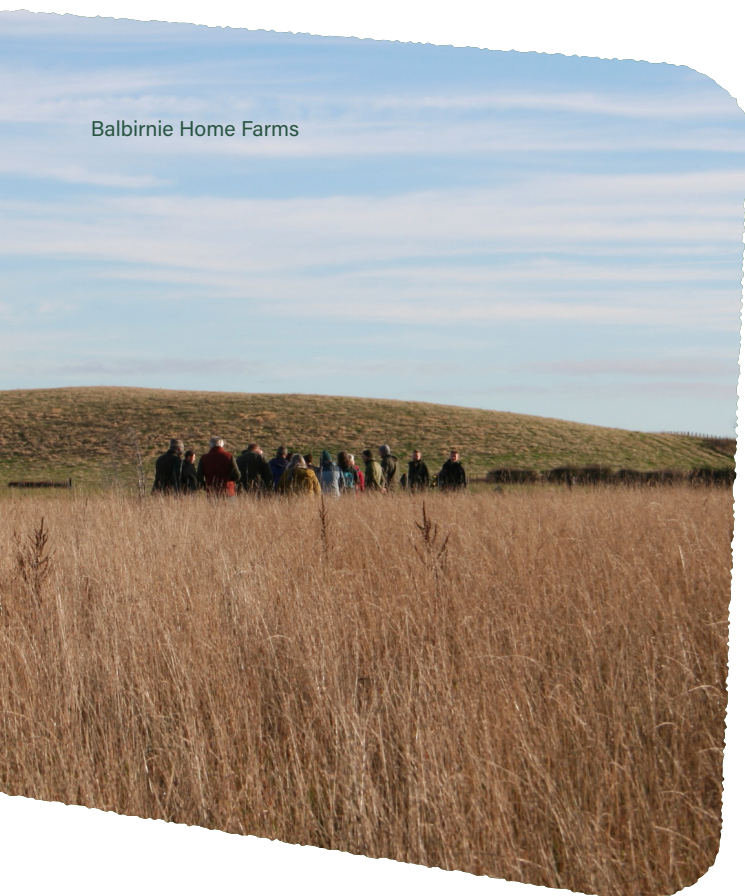
Although unconfirmed, a proposal to run a brand new programme on climate resilient farming was submitted to KTIF, with a response expected by the end of October.

Wales

Our team in Wales have continued to deliver training to students in agricultural colleges under the Glaswelltiroedd Gwydn (Resilient Grasslands) programme, which has been successful and raised the profile of Pfl across Wales. With some funding from the Agriculture for Net Zero Network (AFN), we also were able to put on an events programme over the summer of 2025 for our Welsh members, covering a range of farming topics as well as local and short supply chains.

Our partnership with the North Wales Wildlife Trust is now in full swing. As well as already partnering on funding opportunities, including with the Welsh Government, we now have a North Wales Advisor in place - Bethan Till - who will deliver advisory work that is paid for by NWWT as well as wider opportunities across Wales and England. We are excited to see where this takes us; this role is the first fully employed role in Wales Pfl has had.

Alongside this funded activity, Pfl was present for the first time at the Royal Welsh Show, and hosted a cheese and cider event that was attended by 50 people. We have also been building relationships with the Welsh government and plan to deliver our services to Welsh farmers via formal government schemes.



Balbirnie Home Farms

Pasture and Profit in Protected Landscapes (England)

PfL's flagship programme in England, funded by Farming in Protected Landscapes through 18 Protected Landscapes spanning the length and breadth of the country, culminated in March 2025. The programme delivered against its objectives and demonstrated tangible outcomes for the farming community.

The programme reached 700 farmers with online and in person events and community-building that represented the best of PfL. The development of a suite of print and digital resources and vibrant WhatsApp groups complemented the offer and feedback from participants was excellent. In addition, 182 of this larger group were selected to receive mentoring from one of our 93 trained mentors - drawn from the wider PfL membership and representing farmers who are already significantly on their way with their regenerative transition - delivered in a range of formats: in-person, online and group.

The projects were professionally evaluated and demonstrated, for the mentoring in particular, impressive results.

100% of those receiving mentoring were more confident as a result and 75% sufficiently confident to start making positive changes, all within only one year of the programme.

Evidence also showed that farmers' understanding of the principles and effects of agroecological grazing practices significantly improved over the programme, driving this increase in confidence. While the programme budgets didn't support the collecting of ecological indicators, PfL research shows that management changes drive carbon and biodiversity outcomes.

Furthermore, the evaluation showed there to be a statistically significant shift in wellbeing amongst farmers signed up to the programme, again just within one year, pointing to the benefits of community building as a preventative measure within the complex challenge of mental ill-health and isolation that plagues the farming industry.

Since March, we have been successful in getting follow-on funding from 10 of the Protected Landscapes involved in the PPPL programme and are working to embed the learnings from the project in our wider activity. We will also be working with the group of mentors to help them develop and hopefully drive more work to them from across our funded and commercial work.

Other funded programmes and partnerships

Our work for the Royal Countryside Fund, under DEFRA's Future Farming Resilience Fund, also culminated in March 2025. Conceived differently from our FiPL-funded work, the activity put on in East Midlands, East of England and Thames Valley, consisted of in depth workshops looking at farm business resilience, ecological resilience with a particular focus on how farmers could use the emerging Environmental Land Management Schemes (ELMS) to deliver the outcomes they were pursuing.

Our collaboration with the Foundation for Common Land to develop and promote the Upland Farmer Toolkit continued, though is now on ice due to the uncertainty around the future of ELMS. Our partnership with Regenerate Outcomes is developing and we have delivered a number of events with them on farm, including with US grazing expert Dr Allen Williams. There is the prospect of funded activity with them in the future using their soil analysis capability.

Recently we were awarded funding from the Farming the Future collaboration to deliver a series of events looking at approaches to sustainability on dairy farms, looking at grassland management as well as wider elements of a dairy system. This work is being delivered with the Raw Milk Producers Association with a view to providing an alternative angle on dairy sustainability than currently offered by the large processors, including the potential for diversification and direct sales.



Rich Summers

Knowledge Generation

We have continued to engage with projects and activities across a range of scales, from field-based trials to multi-partner European projects. Key goals for this current financial year include developing an improved process to feed information from research and data gathering into our marketing content, the development of our new data platform and the development of the certification standards, particularly in support of supply chain development and integration with other schemes and certifiers.

Research events

The Research Group has continued to meet, although meetings have been less frequent due to scheduling challenges with guest academics.

We have heard from academics working across the fields of food systems, grazing livestock, animal welfare and grassland management. This year, we heard from: Kari Bækgaard Eriksson (University of Copenhagen), Dr Amber Lawes-Johnson (Royal Veterinary College), Dr Josh Milburn (Loughborough University), Dr Sally Westaway (RAU) and Dr Louise Whatford (Royal Veterinary College).



Lower House Farm

Student research placements

Bristol University PhD student Sara Hall - Animal Welfare and Environmental Impact of different dairy production systems: a holistic approach. Sara has continued her placement with us, which she has extended now into 2026 and has been busy with her fieldwork, collecting data from 30 dairies across England, including 7 PFL certified farms.

Asheesh Sharma, PhD student from Bristol University, joined us for a placement, during which he mapped out technologies and monitoring tools available for farmers. We also supported a Fellowship application for Asheesh which he was successful in obtaining, which will utilise photography and AI technologies to undertake remote Body Condition Scoring of cattle.

Dr Shyama Vermeersch from the University of Oxford School of Archaeology has been on placement with us this year, alongside her research into agricultural practices in the Levant 3000+ years ago. She has delivered a webinar on her work and produced some excellent written outputs for our website, including an analysis and overview of all the Biodiversity Case Studies.



Dr Shyama Vermeersch

Dissemination of our research

Whilst our website outputs have reduced in number this year, to coincide with the ongoing website development work, we have seen a number of articles published as outputs from funded research activity we have been involved in. This includes a paper on ["using fuzzy cognitive mapping to assess the sustainability impacts of transitioning to pasture-fed production in the UK beef sector"](#) and ["identifying levers for change in UK grazing livestock systems"](#). Our research work was also featured in a DEFRA report, ["characterising current agroecological and regenerative farming research capability and infrastructure, and examining the case for a Living Lab network"](#) and both our staff and members contributed to the British Ecological Society's [Regenerative Agriculture in the UK: An Ecological Perspective](#) publication.

Collaboration and partnerships

Pasture for Life remains a member of Agroecology Research Collaboration and we continue to contribute to various stakeholder and advisory groups including the University of Oxford's Hestia Project, the Moredun Institute's Regenerative Agriculture Advisory Group and stakeholder engagement with Oxford's TABLE Agile Sprint - looking to create better understanding/and definition work for the Regenerative agriculture in the UK setting.

Sara Hall applied and was accepted as an [ADOPT Project Facilitator](#), part of DEFRA's [Farming Innovation Programme](#), targeted at farmer-led R&D projects to trial and demonstrate the on-farm viability of new and existing technologies, processes and practices to address immediate on-farm productivity and sustainability challenges.

We are part of the advisory group for JUSTLANZ (a partnership research project facilitated by the RSPB) exploring how to achieve Net Zero for the UK food-farming sector, balancing priorities such as food production, animal welfare, biodiversity restoration and people's needs in agricultural landscapes.

Funded projects

We are delighted that this year we have secured funding for a [Knowledge Transfer Partnership](#) with University of Reading - deepening our collaboration with them - and have recruited an associate, Behnam Mirgol, to join us on a full time basis for the next two years. This is a significant development for us and will allow us to resource the development of a data platform for members which will record, benchmark and communicate the impacts arising from the adoption of regenerative farming practices against environmental, social and economic criteria, based on the categories defined within the Public Goods Tool - a holistic framework for farm level sustainability assessment.



Within the [Pathways](#) project, the Living Lab compared the vitamin B12, B6 and macronutrient content of certified Pfl beef with beef purchased in supermarkets. All of the beef has been tested and some analysis has been undertaken by colleagues at University of Reading. Initial findings further supported existing literature that 100% Pasture Fed beef has higher levels of polyunsaturated fat, linking to the presence of Omega 3 and CLAs. As part of this project, we have continued to support the development of future European livestock scenarios, including a 100% pasture-fed ruminant option as part of the 'Feed no Food' scenario, which is predicated on removing competition between food grown for humans and animals. Analysis of the The Public Goods Tool assessments of 20 Pasture for Life certified farms has been undertaken and results are awaiting publication. The Lifecycle Analysis undertaken on one of the PFL farms showed a relatively low carbon footprint of 21.00 kg CO₂ equivalents per kilogram liveweight of prime beef animal leaving the farm boundary, with the UK average for grass fed beef generally accepted as being around 23.00 kg CO₂e.



We recently travelled to Granada in Spain to take part in the annual General Assembly for this project, gaining insight into food system challenges in Southern Europe and learning more about farm system adaptation in a changing climate.

As part of the **Re:Livestock** project we have undertaken sustainability assessments of 15 PFL certified farms in the North of England and Scotland. University of Reading colleagues found that PFL farms were achieving a net farm income over eight times greater than the national average for a beef farm. This was primarily due to low input costs (feed, energy, fuel and fertiliser) leading to much higher profit margins, as well as large average farm sizes (3.5 times larger than the average UK beef farm) leading to higher total farm profit. Considering other economic metrics, the PFL farms had more than double the profitability per hectare, over eight times the profitability per full time family work unit, and over five times greater profitability per livestock unit when compared to the average UK beef farm. Moreover, the PFL farms had a much greater income to cost ratio than average UK beef farms (1.7 compared to the UK average of 1.1). These results are due to be published in an academic journal shortly and we look forward to sharing the details with members.

Our '**Bale Grazing**' Field Lab, funded by Innovative Farmers, has been going from strength to strength with support from AHDB. As such, we were able to facilitate the completion of a [cost benefit analysis of bale grazing](#) which showed a net financial benefit to the farm when bale grazing of £1.58 per head per day – approximately half of the housing cost. This financial benefit helps to maintain the viability of the herd

within the wider farm system and shows what is possible beyond the social and biodiversity benefits also captured in the report.

We have had six lowland farms in the three counties area taking part in data collection for the **LUNZ Grassland (Grassland Resilience for Net Zero)** project, and we successfully delivered the NEIRF (Natural Environment Investment Readiness Fund) projects to develop a **Grassland Toolkit** with colleagues from Plantlife, Floodplain Meadows Partnership and Finance Earth. The **AFN Scoping Study** with The Allerton Project and Greenwich University to support the testing of a photographic soil carbon assessment tool has been underway, with a number of PFL member farms in the south east of England taking part. Our BBSRC-funded project in collaboration with Rothamsted Research, **Sustainable Pasture-fed Systems: Unifying Science and Practice** led by board member Dr Catherine Broomfield delivered an excellent workshop with stakeholders local to the North Wyke site in Devon, and published a [policy brief](#) on the imperative for farm-level collaborative research on grazing livestock to support a sustainable food and farming system in the UK. This was well received at Groundswell in a session held on the PFL stand.

Staff from the research team have been utilising the training they received last year, and have carried out a number of Farm Carbon Toolkit carbon audits for member farms. This builds on our experience of undertaking holistic assessments of farms for a number of research projects and completed carbon audits for member farms.

Policy and Advocacy

Pasture for Life has continued to be well represented in policy arenas and discussions, including in the: Abattoir Sector Group Steering Committee, DEFRA Small Abattoir Working Group, FFCC Farming Leadership Group, Farming & Land Use Network, Dynamic Food Procurement Advisory Board, NatureScot Board, the Scotland Agriculture Reform Implementation Oversight Board (ARIOB), the Cairngorm National Park Agriculture Advisory Group, Scottish Suckler Beef Support Scheme (SSBSS) working group, Scottish Agroecology Action Group, Sustain Farming Working Party, Big Chalk Board, Agriculture & Land Use Alliance, Eating Better Alliance and European forums like Eurosite and their Agriculture, Biodiversity & Conservation Group.

CLEAR

CLEAR, the labelling campaign that PfL founded that has 50+ organisations signed up to it, has recently moved home to the Sustainable Food Trust, where it will sit alongside their Global



Torpenhow Farm



Torpenhow Farm

Farm Metric workstream. CLEAR made very positive progress over the course of the year. The research project looking at the scope and effectiveness of the current eco-labelling schemes delivered its report in early Spring 2025, which was very well received. The consortium is now represented on DEFRA's Food Data Transparency Partnership, which has taken a lot of lobbying to achieve. CLEAR continues to be chaired by Fidelity Weston, a former Pfl Chair, and advised by our Chief Executive, Jimmy Woodrow.

Other activity

PfL was very well represented last Christmas in the Houses of Parliament at a Taste of Agroecology event. Parliamentarians were treated to seasonal fare from a number of Pfl-certified producers including Peelham Farm and Torpenhow Farm and attendees from the latter, Fobbing Farm and Jimmy Woodrow. We also hosted the Agroecology All Party Parliamentary Group at our stand at Groundswell, where Technical Director Nikki Yoxall was invited to meet, special guest, the Duchess of Edinburgh. Nikki Yoxall and Johnnie Balfour represented Pasture for Life at the Moredun Institute's annual symposium, where they met HRH The Princess Royal and discussed the importance of grassfed livestock in future food security.



varied from mob grazing sheep to making the most of your woolclip. Overall, and with the community team, we ran 40 webinars and welcomed 2,611 attendees, using it as a driver for membership, as well as offering practical value to our membership. The recordings of each webinar will be made available in the new website as a value-add to membership, an evergreen resource of depth and variety.

First Ever Annual Survey - Late Feb to Early March 2025

The purpose of the Annual Survey was to find out what our members, supporters and certified producers feel and think about Pasture for Life and the future of food and farming. It was an opportunity to bust some myths about what our community wants from Pfl, provide data and insight to support our decision making and ensure it was an elegant and enjoyable experience to be part of.

We had over 500 responses across our community, a completion rate of 67% from members, and in demographic terms, our supporters skewing slightly older than our members.

The top 3 preferred Pfl communication platforms for members were the email newsletter, the forum and WhatsApp groups. Most importantly, the top 3 areas of interest to both members and supporters were the same: online events, in person events and research. We aim to repeat the annual survey in 2026 and ensure a comms campaign around it to share with our community how we respond to what they want and innovate in our offer.

Marketing

The last year has been one of singular focus and strategic execution, responding to challenges and messaging by crafting well thought-out campaigns, with clear objectives, smart execution and focus on post campaign learnings.

The focus to ensure our branding is consistent across all we do is well underway, and yet we have been confident enough to add powerful and new visual flourishes to campaigns such as Winter Webinars, The Big Give and our merchandise for Groundswell. It's clear that the experience and professional discipline of Alice Scott has delivered us many successes.

Winter Webinars

The series for winter 24/25 kicked off with a new and clear invitation: 'Stay connected over winter. We'll bring the learning and the community to your kitchen', partnered with an image of a farm but framed by a kitchen window. Subjects

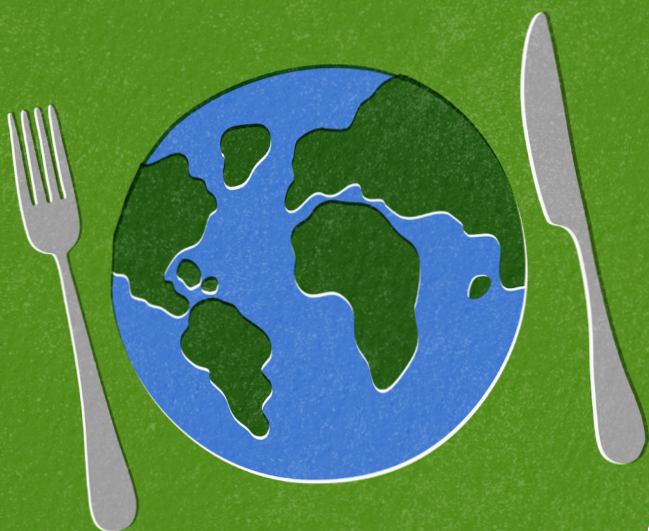


Big Give 2025

We successfully returned to the Big Give fund raiser in April 2025, a week of campaigning and fund raising. This year we experimented with a slightly different stance to connect with members of the public to raise our profile and impact, and to make farmer-to-farmer learning more of a tangible outcome from our fund raising. By giving our certified producers assets and tools that benefited their profiles as well as ours, they played a key role in communicating our fundraising target and the impact we have.

Our campaign style was a bespoke illustration and contained the provocative headline 'Myth: you can't have your steak and be green too,' in an attempt to engage existing and new social followers. Our social messaging framed the myth by connecting it to the tangibility of farmer-to-farmer learning, proving that eating meat from an agroecological source - our farmers - means you could have your steak and be 'green.' And lastly, we were very clear about what a donation amount would fund.

**MYTH: YOU CAN'T
HAVE YOUR STEAK
AND BE GREEN TOO.**



Our target was hit earlier than 2024, raising £60,758 with more donations at a lower level of value, but the larger donations from fewer donors had been secured prior to the campaign launching. 48% of all donations were made up of £100, £50 and £20. Gratifyingly, we even had engagement from a vegan follower who declared eating meat from a British pasture-fed farmer was a good thing.

As well as the positive fund raising outcome, it was clear to us that by being clear and somewhat provocative - a pasture-based system is 'better' - had a positive impact on followers new and old, starting a conversation with members of the public we need to build on. And it was clear again this year, that starting our behind-the-scenes campaigning in advance of the Big Give week, pays fund raising dividends before the week itself.



Oxford Conferences 2025

Our usual stand at the Oxford Real Farming Conference was busy with visits from politicians, to members to attendees who wanted to connect with what we do. Our team and members organised and were involved in a number of sessions across the two days and Jimmy Woodrow attended the conference partner lunch with the (English) Farming Minister, Daniel Zeichner. Jimmy also organised, along with Josiah Meldrum (Hodmedod), Sue Pritchard (FFCC) and Julia Aglionby (Foundation for Common Land) a dinner at Somerville College bringing both farming conferences together in a formal setting for the first time. Attended by 192 guests, the after dinner speakers were James Rebanks and Tony Juniper.

Groundswell 2025

Groundswell 2025 was an opportunity to build out the successes of 2024, and host timetabled sessions within our tent for both days. Alongside our main tent, we hosted an area for membership, purchasing merch and general enquiries.

Our target for footfall on the stand was 1000. We exceeded this total to hit 1140, accumulated by our drinks reception (400 attendees) and our top 3 sessions (Grazing Workshop, Couples Therapy and Finishing on Pasture.)

Our retail sales of merchandise hit £2482.50, exceeding our target of £2k and largely powered by a new T-shirt design featuring illustration from a chalkland resource earlier in the year and a shout out to all our Big Give donors.

Whilst, new membership transactions were down from 2024 at 25, the upside of this was that we had many enquiries about consultancy and our work in general, netting 300 fresh email addresses.

Overall, our stand is now an established part of Groundswell, embodying much of our culture in that it is alive with activity, friendly and open, welcoming and purposeful. Claire Whittle, the recipient of the new Russ Carrington Award for Best Newcomer 2025 was the perfect illustration of energy, expertise and mission.

Website

Development of the new website has been gathering momentum from brand new and exciting visuals, to a robust technical approach to the architecture. The ability to offer members a dashboard to store all their events and resources, to certified businesses being able to manage their livestock effectively, means we will soon have a platform able to meet our immediate needs and grow in its functionality in a way that is both affordable and flexible.

Social

Our social followers have increased by over 13%, and the quality of our posts are now aimed at engagement and connection versus quantity, a strong performance given the social platforms prioritisation of paid-for posts.

News and PR

In press and PR terms, we featured in 89 publications from farming stalwarts Farmers Weekly and Farmers Guardian, to regional UK press, to national publications such as The Times, Independent, The Guardian, Vogue Business, Country Life, online only such as Wicked Leeks, BBC Radio 4, BBC News. Our farmers are the story; and we aim to continue our focus on placing excellent features and stories, but also widening our reach.

Supply Chain Development

Once again, with the funding and activity flowing to our Knowledge Generation and Knowledge Exchange workstreams, supply chain development has been less well resourced over the course of this year. We were able to keep activity going through an events programme that included supply chain, 17 events in total, which were all very well received. We had 'Alive to Dead' study tours in the English and Welsh Marches in September 2024 and then another in Northern England in October and November, the latter once the animal had been hung, when it was seen butchered and then eaten by the group. Another Supper Club looked at the results of pasture management within the restaurant context. Alongside this, we ran an increasing number of sessions focusing on pasture finishing of animals. This focus allowed for increasingly in depth discussion of how to finish animals off grass to ensure good eating quality.



Other events over the year include: supper clubs, direct sales of all farm products and an increasing number looking at making the most of the fifth quarter, specifically the wool clip and hides. On this latter subject, our partnership with British Pasture Leather continues to grow and we have worked closely with them on their 'Field Days' where they bring fashion brands and other influencers to PfL-certified Weston Park Farms for a day of conversation about regenerative agriculture, supported by our Technical Director Nikki Yoxall. Isabella Goggin's LUND Fellowship has been progressing and we look forward to seeing her findings when completed.

Alongside the established routes to market for PfL-certified produce, the team has continued to have discussions with wholesalers and retailers of all shapes and sizes to grow the market for our members' produce.



Operations and Funding

The staff team (both employed and freelance) has reduced from a high of 35-40 at the peak of our FiPL programmes (FTE 18-20) to currently 20 total staff and an FTE of 11. Our current employed staff are Jimmy Woodrow, Kate Bradshaw, Nikki Yoxall, Alice Scott, Bryony Marshall, Jamie Jack, Bethan Till and Behnam Mirgol. Freelance staff are Sara Hall, Zoe Charnock, Jenna Thompson, Claire Deakins, Sarah Williams, Sarah Gillett, Rob Bunn, Louise Anderson, Ruth Pullan, Emma Douglas and Ali Laws. Others who worked with us in an employed or freelance capacity over the year, include: Hubie Leese, Angus Birditt, Kate Winters, Deborah Barker, Sonya O'Hea, Charlotte Downing, Matt & Laura Elliott, Lisa Guy, Ben Thomas, Tim Bowden, Amy Miller, Jane Corbett, Ruth Dalton, Hannah Thorogood and Rebecca Mayhew. The expertise of our team continues to be acclaimed across the sector, with Nikki Yoxall shortlisted for Sustainability Champion of the Year in the National Women in Agriculture Awards.

Our team continues to be supported by subcontractors in the HR area (Kellie Chandler and Carolyn Leigh) and bookkeeping (Songbooks). In finance, particularly, we have made lots of progress on the automation of our financial processes, enabling better decision-making. Due to funding constraints, we have not been able to get the team together in full this year, instead relying on opportunities like Groundswell, Oxford Real Farming Conference and Pfl Study Tours for staff get togethers.

As previously, our standout programme was Pasture & Profit

in Protected Landscapes. With the follow-on funding we have had in 2025-26, the total raise for this programme has now hit £1.75m. We continue to receive funding from our core grantors, Esmée Fairbairn Foundation and the Rothschild Foundation, and are mid-way through grants. In addition to this, this year we have been successful with another Big Give campaign (£60k) - thank you to all of our members who contributed to this - follow on funding from the Golden Bottle Trust (C.Hoare & Co. bankers), and project funding from Innovate UK, Scotland's Knowledge Transfer & Innovation Fund (KTIF), the National Environment Investment Readiness Fund (NEIRF), Land Use for Net Zero fund (LUNZ), Wales' Integrated Natural Resources Scheme (INRS) and the Agriculture for Net Zero Network (AFN).

We are also thankful to have received funding from the following donors over the year: Fidelity & Martin Weston, Roger Ross, Maria & Mike Spink, Jon Thornes, and Jane & Chris Oglesby.

Recently, Pfl was approved by The Movements Trust, an organisation whose goal is to support fundraising activities at community organisations who are not registered charities. We are excited to see where this might lead. We are also awaiting to hear from six meaningful bids that have already been submitted.

Despite these successes, funding remains very challenging, particularly unrestricted funding that supports our core team, including our regional activity. Our business plan sets out a clear goal of developing self-sufficiency through commercial revenue streams but core funding of some form is required to get us there. As always, members are encouraged to feed in ideas for local, regional or national funding to help the organisation meet its objectives and grow.

Governance

The 2024 AGM was held online, where we heard from the Pfl team and Board. At the time of writing our Board consists of the following members:

Non-executive

- Johnnie Balfour, Farmer and Chair
- Ian Boyd, Farmer and Vice Chair
- Dr Gillian Butler, Senior Lecturer, Newcastle University
- Roger Kerr, Independent Consultant and former Chief Executive, Organic Farmers & Growers
- Catherine Broomfield, Farmer, Independent Consultant and University of Exeter
- Adrian Carne, NED at Yeo Valley, Rodda's, Nurture Brands

Executive

- Jimmy Woodrow, Chief Executive
- Nikki Yoxall, Technical Director
- Kate Bradshaw, Marketing & Operations Director

The Board of Directors has met for four board meetings and a number of additional ad-hoc meetings in the last year, all via Zoom. In particular, a Board sub-committee led by Catherine Broomfield and consisting of Catherine, Ian Boyd and Oliver Hemsley, was constituted to conduct the search for the next Chair of Pfl. Supported by Johnnie Balfour and Jimmy Woodrow, this sub-committee conducted a wide-ranging search, including using the services of executive search firm, Eastside People, which resulted in a short-list of five who were interviewed. A final two were interviewed for a second time in person before the sub-committee unanimously decided to appoint Adrian Carne as the next Chair. This was subsequently ratified by the rest of the Board.



FAI Farms, photo by Peter Haken

As Pfl progresses with its plans set out in the 2025-2030 strategy, the board has committed to conduct a search for new Directors to help us with our mission. Members can expect to hear more in the coming months and once Adrian is in place. At this AGM, we say goodbye to three directors: Jon Thornes, Liz Genever and Oliver Hemsley. We thank them for their many years of support and guidance and wish them well. We are also saying goodbye to Johnnie Balfour after six years of service, three as Chair. Johnnie has overseen the organisation as it has established itself on a professional footing and seen tenfold growth and has been ever-present at events both near his home in Fife, Scotland and across the country, particularly the larger gatherings at Groundswell and ORFC. Johnnie leaves to focus more on farming and develop his business with a particular focus on developing supply chains for Pfl members in Scotland. **Thank you, Johnnie!**



Treasurer's Report

Our turnover for the year to March 2024 was £1,412,929, up from £951,431 in 2024, realising a small profit of £1,201, leaving us with retained earnings / shareholders funds' at the end of the period of (£1,214), up from (£2,415) on the previous year.

Johnnie Balfour

Chair, Pasture For Life

10th October 2025



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