PASTURE FOR LIFE



# Annual Report

A report on our impact from 1 September 2025 to 31 August 2026

2025 - 2026

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Front Cover Photography
By Clem Sandison

# A Word from Our Chair and Chief Executive

Pasture for Life has never been short of things to talk about: the work we, the organisation, and our incredible members do is wide-ranging, innovative and impactful, in spite of the storms raging in the farming sector and beyond. Selecting what to mention can be challenging. That's why we've updated the format of this report. We're hoping to inspire you and us to aim higher and remain focused on the art of the possible, whether in our farming practice, work to build new supply chains or in telling our story to the outside world.

On to our year and from reading through the report, the things we can be most proud of all come down, in some way, to innovation: we don't stand still. We're learning, our members are learning and so are our partners and going on this journey together is inspiring (sometimes tiring given the challenges around funding) and always exciting. Seeing how we've developed real expertise by challenging farm data orthodoxy while bringing academics along with us, are building a commercial engine to support our growth and financial security, and have powerful farmer-focused products in development gives us confidence for the years ahead, both for our organisation and members. It's clear that we will thrive, together.

Given the piecemeal nature of our current funding, it's particularly heartening to see some tangible progress in Wales, with a variety of stakeholders but most importantly with the Welsh Government, who are responding to the clear synergy between the PfL Certification Standards and their own ambitions, as set out in the Sustainable Farming Scheme. It was for this reason of geographical inconsistency that this year we enshrined our regional groups in our core business, previously they were project funded, and this has given us



a more consistent member offer and ensures we can properly engage with our local and regional partners.

The Board are saying goodbye to Gillian Butler this year. Many of our members will be familiar with Gillian - indeed her webinar last winter was the best attended! - and she has been an active member for many years, championing the role of 100% pasture-fed meat and milk for public health. She has served her 6 year term and we will miss her presence.

Good luck to you all as you navigate heat, drought, flood and wind in the coming year. We have a lot of ways we can help you, if you seek it out. Membership is at the heart of that: farmers paying into the solution they want to see and the services they need. Keep spreading the word, the future is Pasture for Life.

**Adrian Carne** | Chair
**Jimmy Woodrow** | Executive Director



# Our Community

**152** Certified Producers

**c.30,261**
hectares of grazing land under certification

**966** Members

**c.160,000**
hectares of grazing land in membership

**9,397** Supporters
Subscribed to newsletters

**43,642** Followers
on social media

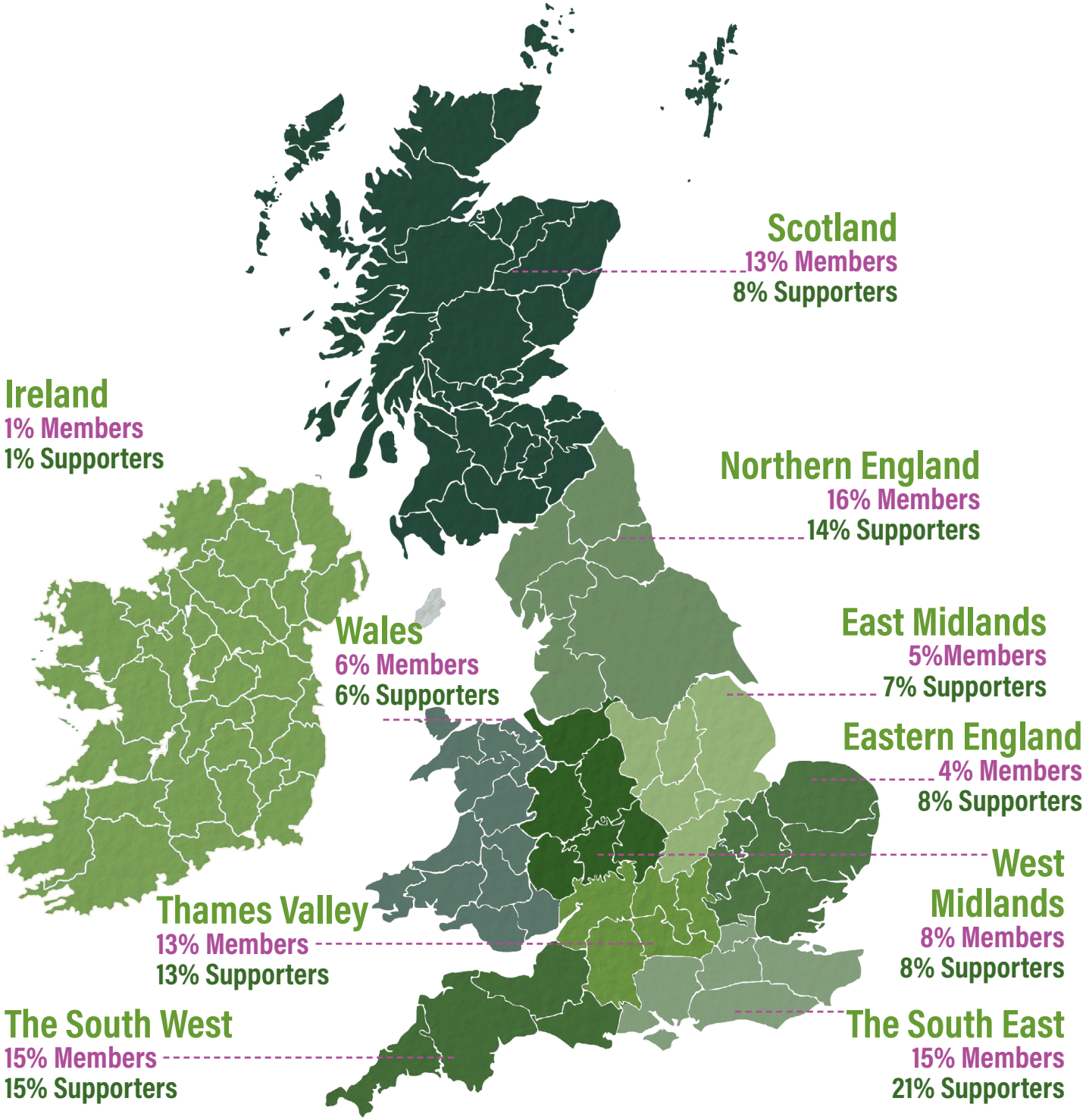
**150+** Farmers
brought into research projects

**23** PfL Consultants
across the UK

**22** PfL Mentors
in Northern England

# Member and Supporter Map

Percentage of Members vs percentage of Supporters by region and nation.





Rottal Estate by Clem Sandison

# Part 1

## Building the Evidence Behind Agroecology

Pasture for Life actively builds the evidence for agroecology, in partnership with academic institutions and directly ourselves. Our insights and data, much of it peer reviewed, powers our knowledge exchange programmes, certification scheme design and our ability to tell the story of low input grazing systems. Our success in this area means we are a sought out and respected partner, capable of bringing up to date evidence that can cut through the contested issues of livestock, land use and methane.

Our work this year has focused on building the economic case for low input grazing systems. We've demonstrated that PfL certified farms are more profitable (8x net income, 2x per hectare) than the mainstream benchmarks and that out-wintering can reduce daily costs over winter by 50%.

## Outreach Highlights

- Hosted five Academic Insight programme events with contributors from institutions including Rothamsted, University of Reading, University of Surrey and RSPB.
- Delivered a standing-room-only Anecdotal Science session at Groundswell, followed by a sold-out webinar on the same subject.
- Participated in a podcast first - a deep dive on our HORIZON project, Pathways, with host ffinlo Costain at 8.9ha.



**PfL farms are more profitable**

**8x** net income

**2x** per hectare

**Out-wintering can reduce daily costs over winter by**

**50%**

The 100% pasture-fed beef farms in our HORIZON project, Re-Livestock, also uncovered some interesting facts about pastured pigs! UK pasture-fed pigs had the lowest greenhouse gas emissions (GHG) of all meat studied at 3.1kgCO2e/kg, if carbon sequestration was excluded, 28% lower than the pig industry benchmark, driven by feed composition. With carbon sequestration included, the result was 1.2kgCO2e/kg with agroforestry the primary driver as most pastured pig systems incorporate some form of silvopasture. The same research found a significant correlation between GHG emissions per hectare and farm business resilience, meaning pasture-fed systems are more climate resilient.

## Projects and Programmes

**10** **Active Projects**

- 2x HORIZON projects
- 1x Innovate UK project
- 3x Innovative Farmers field labs (bracken, dairy calves, bale grazing)
- ADOPT facilitator and project lead
- Govt-sponsored grazing/grassland trials

**150+** **Farmers** brought into projects

### Key academic partners

University of Reading, Newcastle University, James Hutton Institute, Harper Adams University, SRUC.

## Key Outputs

**Internal research:** Our Drought Survey Report (2025) highlighted how PfL farms cope better in drought conditions.

**Peer reviewed research**:

- Proposing improvements to lifecycle analysis to support agroecological farming
- Assessing the impact of feed on nutrient use and methane emissions
- Supporting the development of farmer-led networks
- The economic performance of innovative livestock systems

**Nikki Yoxall's** PhD thesis looking at the agroecological transition and the role of farmer networks in building confidence.

# Project Spotlight — Knowledge Transfer Partnership with University of Reading

The question of which sustainability metrics and protocols are the right ones for agroecological farmers is a hot topic, particularly given most of the tools available have been 'trained' on or built around intensive systems. Our KTP project with the University of Reading evaluated the relevance of the Public Goods Tool - a European framework for assessing farm sustainability that underpins the Global Farm Metric and Soil Association Exchange - as a precursor to developing our own Integrated Data System. 89 farmers and 22 industry experts took part in our survey, the findings of which will be published, and this is contributing to tool design. We are now undertaking work to assess how farm and landscape satellite data and machine learning can contribute to the IDS.



# Future Focus Areas

1. Accurate methane emissions of cattle at pasture.
2. Holistic Sustainability Assessment
3. Climate Adaptation in Low Input Systems



## Funding Spotlight: Re-examining the Beef Sector

Carbon data significantly underserves low input livestock farming: secondary average datasets, coupled with methodologies that favour economies of scale, have encouraged intensification in the livestock sector and continued dependence on fossil fuel inputs. Our new £2.6m project, Re-Examining the Beef Sector with the Universities of Reading and Newcastle, is designed to plug a significant methane data gap by measuring methane emissions at pasture on 50 PfL farms over 4-7 years.

Using new animal-friendly technology developed at Newcastle, data will be gathered from animals grazing diverse pastures atop healthy soils. By also assessing liveweight gains and wider farm data we will get a full picture of the drivers and outputs of methane emissions from grazing.




Duncan Miller by Clem Sandison

# Part 2

## Delivering Change on the Ground

Pasture for Life has always prided itself on creating meaningful change on the ground; the success of our knowledge exchange activity tells us that there is an appetite for the change that we represent. Our survey evidence shows that 55% of our members credit the PfL community and activity as the key driver of their own transition. Our Theory of Change focuses on the farmer, conscious that mindset is what creates lasting change, and our knowledge exchange provision is designed to meet farmers where they are and help them navigate change successfully.

Our activity focuses on confidence-building and emotional connection, often missing in industry provision, delivered through a market-leading blend of both in-person and online engagement options, targeted interventions to more gentle hand-holding approaches. Our 90+ mentors and 20+ consultants, all drawn from our membership, alongside our team members, help us take the Pasture for Life proposition to farmers out in the field.

**55% of members said the PfL community and activity was the key driver in their decision-making.**



## Spotlight On: Place-based Working

This year, building on our regional success, we decided to make our regional roles part of our core provision. We now have seven Regional Managers in England, and two National Managers, in Scotland and Wales, on the team. They will ensure a consistent offering of activity to PfL Members and will nurture their communities through a combination of events, webinars, mentorship, and WhatsApp groups. They will also lead regional and national outreach to partners and government. PfL can demonstrate it is a place-based organisation and solution, as the devolution agenda picks up speed and relevance.

# PfL Events and Webinars

This year, we hosted 99 events with an average attendee rate of 16 (in-person) and 38 (online). We prize smaller attendance numbers for most of our events and cap numbers to ensure everyone gets to ask questions and proper connections are forged. For some of our webinars we take a broader approach and, for example, our Anecdotal Science webinar we were at maximum capacity with 100 tickets booked.

We are moving towards offering pay-as-you-go for non-Members, alongside our 'premium' member option of paying for everything to maximise engagement. We have had good success at charging for in-person and online events and increased our gross revenue from £19.81 to £30.46 per event.

**99** Events
70 on-farm
29 online

**2,065** Total tickets
957 on-farm
1,108 online



## Event Highlights

### Most popular webinar

Nutritional Benefits of Pasture Fed Systems with Dr Gillian Butler — **98** tickets

### Most popular in-person events

A Nature Focussed Evening Farm Walk at Messrs Robinson — **38** tickets

### Most popular event by ticket sales

Unlock the Power of Pasture: Mobile Fencing & Infrastructure — **£790**

# Spotlight On: Direct Support

We delivered our Skills Development Programme to 34 trainees. Support included:

- written resources
- 6 training sessions
- 3 farm walks
- monthly online meetings
- peer-to-peer engagement
- active coaching and support

We also delivered consultancy to 22 clients, and continued to offer mentorship in Northern England following on from popular programmes in previous years. This year, 47 farmers applied to join the cohort.

**"What's as good as anything is meeting the people on the day, feeling that you're part of a group, coming away with connections and phone numbers that you can go to when you need information or you need help... I think without this programme I would be feeling very isolated."**

Skills Development Programme trainee



Skills Development Programme Trainees, 2025

# Finding New Ways to Engage

This year we have specifically been focusing on our online provision to drive engagement, through key projects like the KTP and the development of member WhatsApp.

December 2025 saw our new website launch, which now allows members to manage all their engagements with us through one sign on and will help us deliver significant personalisation over time. Of particular note is how we're now able to spotlight much of the amazing work that had come before but been hidden from sight and now sits in our searchable Resources area. The user engagement time peaked to over 2' per visit, (formerly around 30",) with the personal dashboard becoming our most visited page of all pages, and in line with the best agricultural websites.

**251** Resources on the new website

**131** Written resources

**37** Case studies

**64** videos

**58** recorded webinars

**6** commissioned films



Hill Top Farm, photo by Gail Caddy

The PfL team also now has a bespoke tool embedded within the website to help us manage and engage with members more effectively. We will further build awareness of the site with members, certified producers and supporters from this excellent foundation.

The decision-making tool being developed by the KTP and our upcoming e-learning platform will enable us to bring learning to farmers at home and increasingly in their pockets on smart devices. There is lots more to come on this in the coming months and years.

# In Your Palm: Launching WhatsApp

In our 2025 Annual Survey, 57% of Members said they were part of a food or farming WhatsApp group, 17.4% wanted a PfL WhatsApp group to replace the Forum, and 42.4% wanted to receive PfL news, membership updates, and event invites by WhatsApp. This year, we launched our WhatsApp community, comprising one main announcement group with 10 regional or national groups and four topic-specific groups: beef, sheep, dairy, and marketplace.

Most popular:

**163 Members in the Beef group**

**146 Members in the Marketplace group**

**102 Members in the Scotland group**



**"Farming can be a solitary experience. This programme has enabled me to feel part of my local farming community and to learn from very experienced farming peers."**

Pasture and Profit mentee, South East England

**"I have gained so much knowledge and have confidence that it is possible to do everything we need to as farmers to produce animals off forage alone."**

Pasture and Profit mentee North England

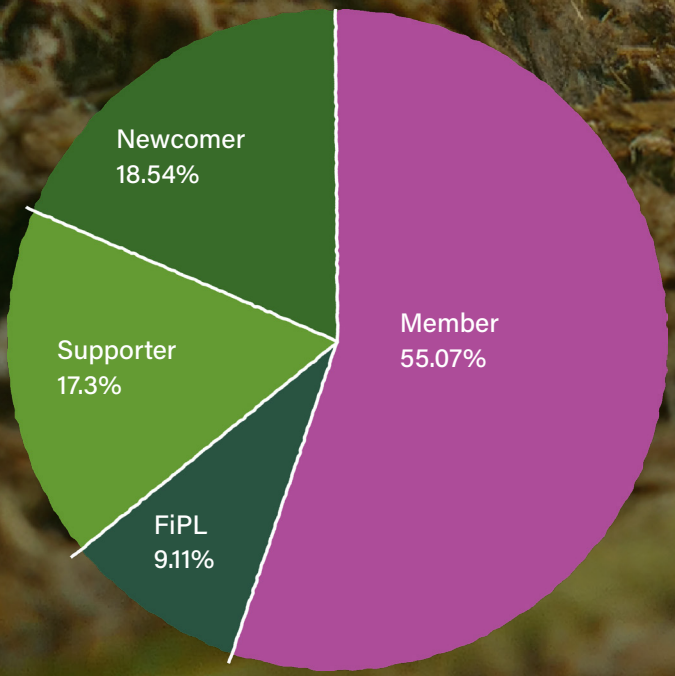
# Continuing: Pasture & Profit in Protected Landscapes

Our standout programme of the last few years continues to flourish, further evidence of our capability in managing multi-year, multi-million pound projects. We have been active with 15 Protected Landscapes during the period with additional bids in the pipeline.

100% of participants would recommend the programme to others and we can demonstrate mentoring delivers 100% gains in confidence and knowledge, which in 90% of cases led to practical changes within one year.

# Campaign Spotlight: Winter Webinars

In the two previous years of Winter Webinars, we noted high attendance from outside of the membership, and the popularity of topics centred around human health. This year, 'Nutritional Benefits of Pasture Fed Systems with Dr Gillian Butler' was the most popular webinar with 99 tickets sold. Beyond attendance, these public-focused topics increased our reach beyond the orbit of our immediate farming community. Our 26 Winter Webinar posts were viewed by 134,169 users, averaging 5,160 views per post. Almost 20% of our attendees were newcomers and, by the end of the campaign, we had 42 new Members.






# Part 3
## Developing Routes to Market

As in previous years, our supply chain work - that of PfL and its active members - has seen its largest impact in the independent and alternative routes to market. With most of our 152 certified producers selling direct in some shape or form, the approach to supply chains taken by many of our farmers mirrors that found in the field: an entrepreneurial focus on maximising value and demonstrating that there is an alternative way to trade than the conventional markets.

PfL supports this approach in a number of ways:

- Directing consumer demand to certified farm and approved retailer websites
- Cultivating interest from supply chain businesses like restaurants and high street butchers
- National awareness raising
- Direct support for specific initiatives

We put on 11 supply chain events across the year, 9 in person and 2 online. We are also working increasingly closely with Rich Summers, responding to member demand for more direct sales support, in particular how to maximise the value of carcasses.



## Certification

**Certified Producers 152**

**c.30,261**
hectares of grazing land under certification

**c.12,934**
beef animals under certification

**c.29,507**
sheep under certification

**20**
**Approved Businesses**

**12** butchers
**3** restaurants
**5** online retailers

One of the big changes in our approach to the supply chain is the recent decision to bring certification in house. As of 1st January 2027, PfL will take on the role of Certifying Body - previously this was OF&G - while continuing to outsource audits to third parties as well as offering joint audits. By doing this, PfL will become the sole point of contact for producers, retain much more control over consistency and quality, and lay the foundations for future growth.

# Big Wins: Celebrating Supply Chain Breakthrough

## Farmers' Larder

Six farmers who met through our FiPL North project have formed the Farmers' Larder, selling their beef, lamb and pork at the Courtyard Dairy near Settle (known food hub).

## Mulberry

PfL's work to support sales of the 'fifth quarter' of the animal saw a significant win this year with the launch of Mulberry's collection with British Pasture Leather. The collection drove significant national press coverage and was the culmination of years of relationship building and product testing.







# Developing Alternative Income Streams

Alongside supporting sales of meat, milk and fibre, PfL places importance on developing income streams for the various public goods produced by our farms to support the viability of low input farming systems. This year we have been working on a number of initiatives to support this approach, including doing the work to develop a grassland carbon code with key partners Plantlife, Floodplain Meadows Partnership and the National Landscapes Association.

The development of our Integrated Data System, via the KTP project with the University of Reading, will also enable producers to better tell and evidence the story of their regeneration and delivery of public goods, creating opportunities for value creation.

# Spotlight On: Local Enterprise Networks (LENS)

Local Enterprise Networks (LENS) is an initiative from consultancy 3Keel and food giant Nestle, to develop ways for the supply chain to pay for environmental outcomes on farms through the price of food. Having received substantial support from across the spectrum for their early pilots focused on the arable sector, LENS sought out PfL to support them to develop their work on livestock systems. Our work is focusing on metrics and measurement and farmer engagement.






FAI Farms, photo by Ian Boyd

# Part 4

## Bringing the Wider Sector Along with Us

Pasture for Life is ever present across the industry, led both by our staff team but also our engaged members, who often champion our work in public. Our outreach is designed to deliver these key outcomes:

- Position PfL as a voice of authority in the sector for low input, whole farm, system change
- Disseminate the key learnings from our research and knowledge exchange activity across the industry
- Drive awareness to cultivate demand for PfL certified produce

The team have spoken at a wide range of events with audience reach of c.60,000, including speaking slots at ORFC and Groundswell, the Economist Future of Food event at London Climate Week and the new Conference on Food & National Security. Industry podcasts such as FarmGate and Call to the Land, as well as international conferences like the Horizons Regenerative Agriculture Event in Saskatchewan, Canada, and the US Land Trust Rally in Denver, Colorado.






Attendance at industry events isn't just important from a PR perspective: 15% of the year's new members came from these events. At Groundswell, we hosted 10 sessions and a drinks party at our tent to drive interest and engagement — all standing-room-only. Elsewhere at the festival, members of the PfL team took part in six wider sessions, with Members involved in a further 22 sessions. At ORFC our own PfL drinks party was well attended and we hosted four sessions, with PfL Members speaking at a further nine sessions.

## In-House Expertise

Our Technical Director, Dr. Nikki Yoxall, is currently doing a Nuffield Scholarship exploring the different ways farmers across the globe are managing climate change and will develop a practical framework for helping farmers here do the same. She has also contributed to this report on knowledge exchange provision in Scotland. Sara Hall, our Head of Research, is just finishing her PhD looking at the environmental and animal welfare impacts of different dairy systems. The team is also staffed with expert graziers, facilitators and coaches, meaning we can provide a full service offer.

# A Big Win: Welsh Government Recognition

PfL has successfully worked with Welsh Government to secure earned recognition for our certified farms on UA12 of the Welsh Sustainable Farming Scheme. This will reduce duplication for farmers and vets, demonstrates the value of holding PfL certification and provides a foundation for a deepening relationship with the Welsh Government. On the back of this we developed a broader and deeper document highlighting the synergy between the PfL certification and the Welsh Government's approach, enshrined in the SFS, and we are conducting lots of advocacy around it.

# Bridging the Divide

Pasture for Life has always been a convener and instigator of new things and, because we operate at first principles, a movement that has attracted people from across the spectrum who might not otherwise find themselves together. This has been recently exemplified by our co-creation of a successful dinner for c.200 in Oxford bringing the two conferences together, which we're hosting for the third time in January 2027. The success we have had in bridging the academic and progressive farming communities and changing perceptions both ways. Most recently, and as a direct result of our practical work in the field, working closely with conservation organisations to build bridges with farming communities and tackling unhelpful language.



FAI Farms, photo by Peter Haken



Oxford Conferences' Welcome Dinner

# Wider Outreach and Policy Engagement

Pasture for Life has continued to be well represented in policy arenas and discussions, including in the: Abattoir Sector Group Steering Committee, 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 Partnership, Sustain Farming Working Party, Big Chalk Board, Agriculture & Land Use Alliance, Eating Better Alliance and European forums like Eurosite.

PfL was again 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 Torpenhow Farm.

# Spotlight On: International Study Tours

In June, we brought 32 farmers and conservationists together in Transylvania, in collaboration with the Wildlife Trusts, for a seeing is believing experience led by Russ Carrington.

Our third member study tour to the region - known to have the highest levels of agro-biodiversity in Europe - we have found that taking people away from their day jobs to an inspiring area cultivates strong connections and a shared sense of purpose. Senior stakeholders from the Wildlife Trusts attended, including CEO, Craig Bennett.





Adrian Carne, Chair and certified farmer, Tom Morrison

# Part 5
# Governance and Finance

The 2025 AGM was held online, where we heard from the PfL team and our Board and new Chair, Adrian Carne. At the time of writing our board consists of: Adrian Carne (Chair) Ian Boyd (Vice Chair), Catherine Broomfield, Roger Kerr, Dr. Gillian Butler and Jimmy Woodrow (Chief Executive). We are saying goodbye to Gillian this year, while Roger and Ian are staying on for one more year as co-opted Directors. We also have two new Directors who are standing at the 2026 AGM, Katharine Pinfold and Anthony Ling, both farmers with significant backgrounds in business and finance. The Board will continue to seek out new Directors throughout the year based on skills gaps.

Alongside this, the Board is currently evaluating the most suitable company structure to help us deliver on our ambitions. The hypothesis is a charity plus commercial subsidiary will be optimal and, subject to the Special Resolution put forward at this AGM, will carry out the work to present a full proposal to members at some point hence, via an Extraordinary General Meeting if required.

The organisation is currently supported by a team of 24 as this report goes to print, a mix of employed and freelance staff. Thank you to all staff members who have been part of our work over the last year: Kate Bradshaw, Nikki Yoxall, Alice Scott, Bryony Marshall, Jamie Jack, Bethan Till, Behnam Mirgol, Sara Hall, Zoe Charnock, Jenna Thompson, Claire Deakins, Sarah Williams, Sarah Gillett, Rob Bunn, Louise Anderson, Ruth Pullan, Emma Douglas, Ali Laws, Hannah Thorogood, Rachel Sharp, Charlotte Wheeler, Ceri Squire, Andy Rumming, Aidan Stanley, Sam Wilkin, Isabella Goggin and Rebecca Mayhew.

# Funding

Pasture for Life receives a diversity of funding to support its work. At the heart of that is our sales of membership and a growing range of other products and services, including consulting and events. We've learned that despite receiving best in class experiences through our project work, many farmers don't want to sign up as full members (only 5% of our FiPL participants did, for example). We are therefore making our services easier to access through a pay as you go approach. While this will help our sales, the value to us of regular payments from members is paramount; it's vital farmers invest in the support services and solutions they want to be available. The return on investment is clear - for every £1 of membership sales, we generate £8-£14 of delivery for our members.

By this time next year we will have certification in-house and that will be contributing to our top line. Our e-learning offer and the tool being developed within the KTP project with the University of Reading will follow.

At present, however, we are dependent on grant funding for most of what we do. We continue to benefit from the generous support and guidance from our key funders, Esmee Fairbairn Foundation and Rothschild Foundation. Over the year, we have also received core support from the Oglseby Charitable Trust, Aurora Trust, Taurus Foundation and Roger Ross. The majority of our funding, however, comes from projects that deliver impact across our research and knowledge exchange workstreams, including from governmental sources and Protected Landscapes. We're grateful for this work, not least because we're often able to be very innovative with it, but it is insecure and short-term in nature and not something to depend upon.

# Financial Results

Our turnover for the year to March 2026 was £882,741, down from £1,412,929 in 2025, realising a small profit of £961, leaving us with retained earnings / shareholders funds' at the end of the period of (£406), up from (£1,214) the previous year.

PASTURE FOR LIFE

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