

MEDIA RELEASE

‘Sustainable Agriculture: Show me the money’

LEAF (Linking Environment And Farming) has announced its programme and speakers for its forthcoming President’s Event held on the 5th November at HSBC Tower. The conference will address the three pillars of sustainability – economic health, environmental quality and social health, exploring new ideas on how money can be made from each of them.

The conference brings together leading economic thinkers, researchers and policy makers representing a diverse range of sectors including health, agriculture and economics. Speakers include; **Gregor Henderson**, Director of Wellbeing and Mental Health, Public Health England who will explore how social health and wellbeing can be improved from nature and care farming. **Reza Vishkai** from Insight Investment will discuss economic health and how responsible land investment is critical for sustainable land use, as ‘land grab’ concerns bring a new challenge for global food security and production. **Charles Cowap** from Harper Adams University will talk about ecosystem services, how society internalises the values delivered by farming and how farmers themselves can benefit.

Other speakers include **Allan Wilkinson** from HSBC Bank and **David Rose**, a LEAF farmer talking about Integrated Farm Management in practice.

The morning will be followed by a debate exploring the true value of sustainable agriculture and how farmers can generate money from the environmental and social building blocks of sustainable farming. It will be chaired by Countryfile’s **Tom Heap** with closing remarks by **The Rt Hon Michael Jack**, Food and Agriculture Advisor to HSBC Bank.

Caroline Drummond, LEAF Chief Executive said “This event has a strong reputation for drawing together leading thinkers in sustainable agriculture. Whilst the challenges for the future are huge, there is no one single solution so working in partnership, discussing and debating the challenges together provides an opportunity to deliver change effectively and efficiently that’s also financial rewarding.”

LEAF’s President’s Event is free to attend and open to all. However, places are limited so early booking is advised. To book email: events@leafuk.org or call 024 7641 3911.

Ends

For more information, an interview or images, please contact:

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LEAF Editors’ Notes:

LEAF (Linking Environment And Farming) is the leading organisation delivering sustainable food and farming. LEAF works with farmers, the food industry, scientists and consumers to inspire and enable sustainable farming that is prosperous, enriches the environment and engages local communities.

For more information on the event and to download a programme, please visit www.leafuk.org/leaf/latestnews/presidentsevent.eb.