



Integrated Farm Management – challenges across the world



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What we do



LEAF's vision...

A world that is farming, eating and living sustainably.

Our mission...

inspiring and enabling sustainable farming that is prosperous, enriches the environment and engages local communities.



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IFM delivering sustainable farming



Sustainable farming, delivers a site-specific farming system supporting the integration of the environment, society and farm economic viability over the long term.

LEAF 2012

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Integrated Farm Management – challenges across the world



- VUCA world
- SDG

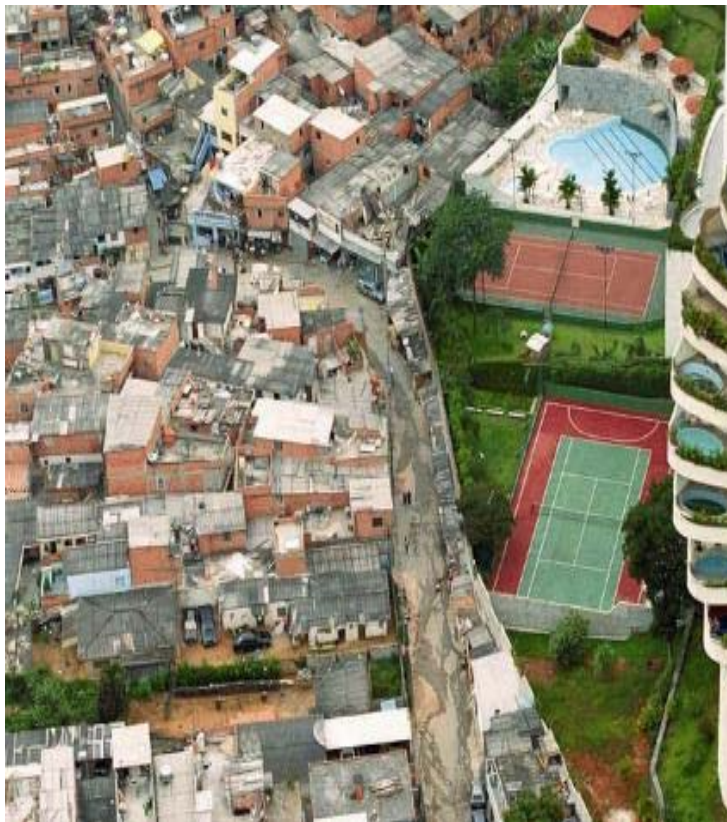
- Challenges
- Opportunities
- Delivering change



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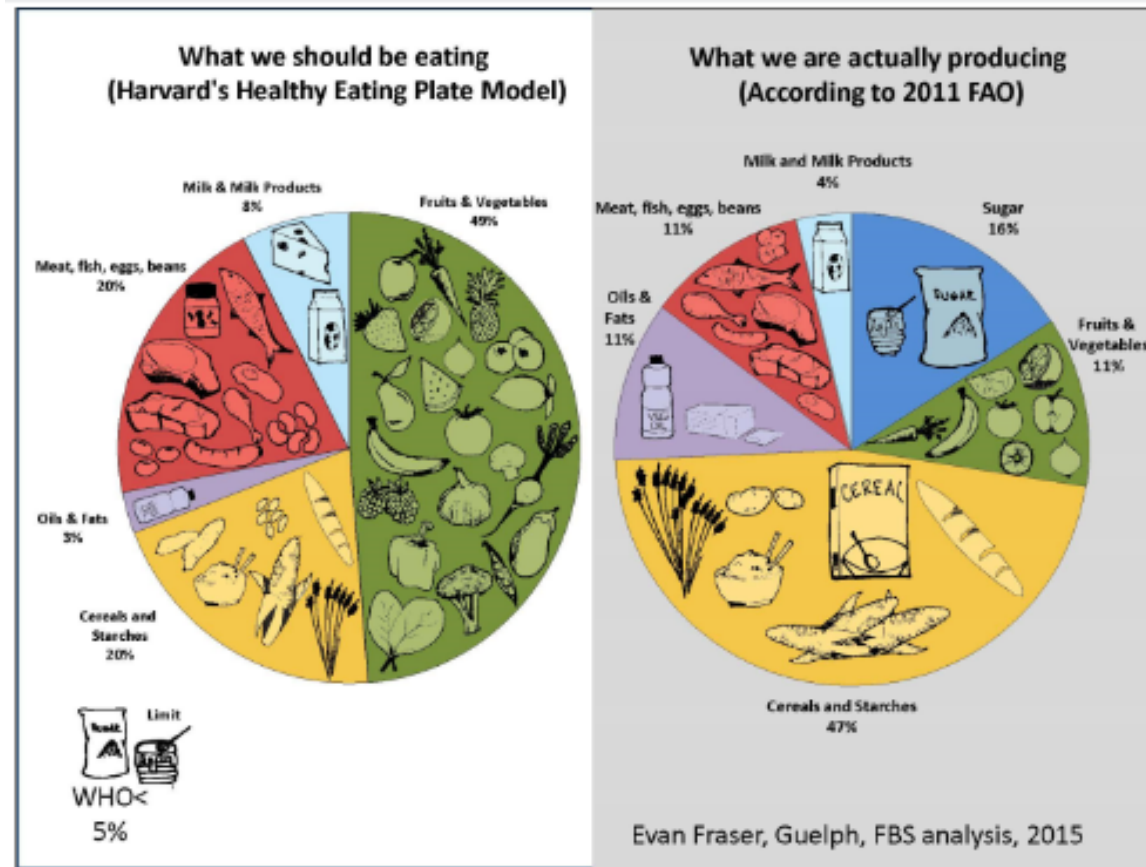


A changing consumer



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Balancing our needs





... changing food



Nutrition Facts	
Tomatoes, red, ripe, raw	
serving size 100g	
Calories	37
Total Fat	0.4g
Cholesterol	0%
Vitamins	0%
Vitamin A	1241IU 25%
Vitamin C	18.9mg 32%
Vitamin K	11.8mg 18%



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... challenges



- Weather
- Trade
- Weeds, Pests & Diseases
- Biodiversity
- Natural Capital
- Data
- Evidence
- Value
- Labour/skills
- Successions
- Finance

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... opportunities



Integrate Mobile Usage Innovation Embracing
Society **DIGITAL** Change
TRANSFORMATION
Application Technology Cloud
Leverage Competence Business
Aligned Paperless Global Future
Opportunities



- Precision farming
- Data

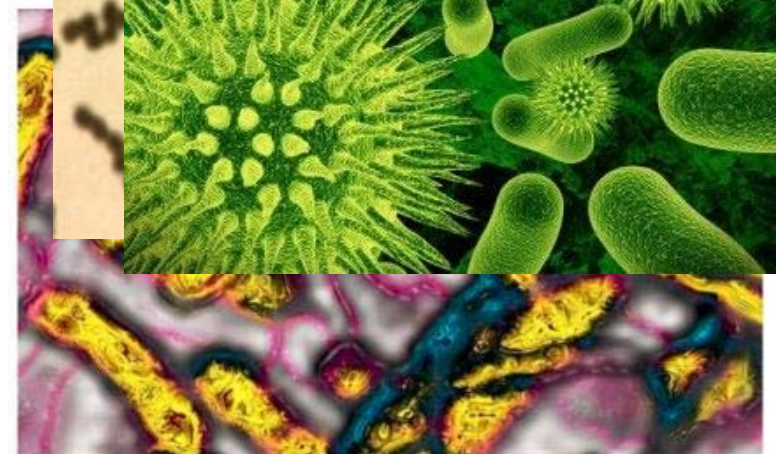
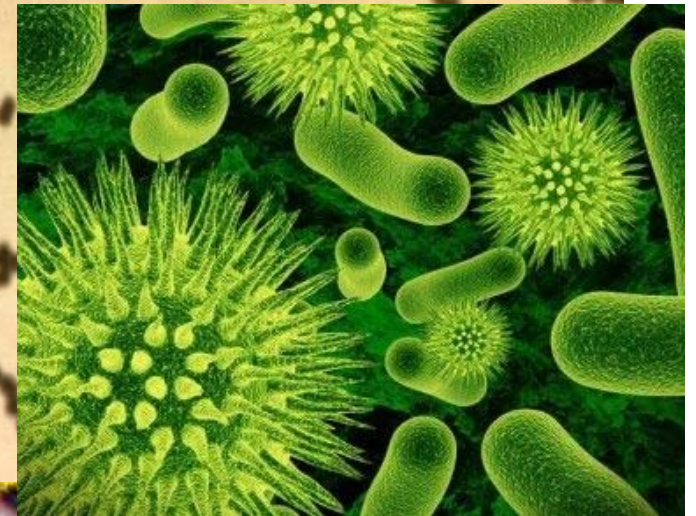
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... opportunities



- Soil
- Nutrition



Gut bacteria. Photograph: BSIP SA/Alamy

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LEAF's core activities



Facilitating
sustainable farming
knowledge
generation and
exchange



Developing market
opportunities



Engaging the public in
sustainable food and
farming

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... changing behaviour



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Delivering change through Integrated Farm Management



- **Building a resilient farm business**
- **Work together to develop a fully integrated food plan based around nutrition**
- **Embed health as a value when we buy food**
- **Embrace more diversity – in our food and in our farming**
- **Making agriculture WORK for nutrition – improved production, fruit and vegetable prescriptions, low income vouchers, community engagement, etc**
- **Link agriculture and nutrition education**

Health food and farming – fit for the future

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Thank you



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