

Certified



Corporation

# IMPACT REPORT

2022 to 2023

# GOOD SMALL FARMS.





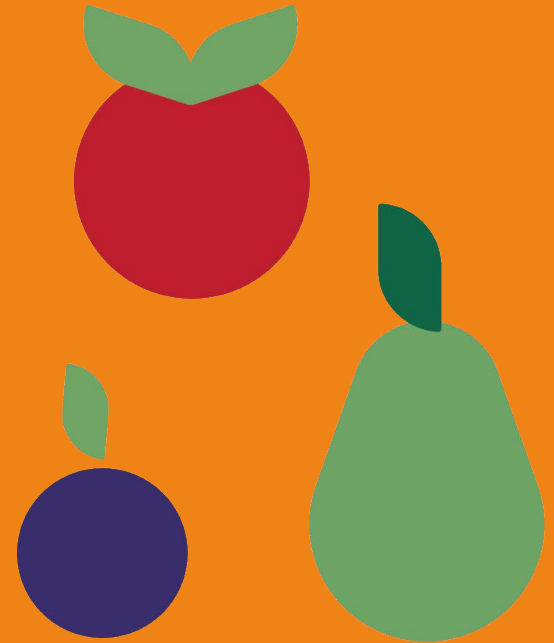
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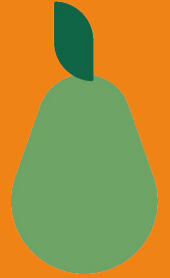




# LEADERSHIP LETTER



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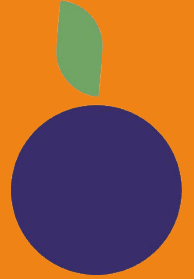


We are a young company in one of the world's oldest industries. At our core is the idea that farmers and farming should be focused on growing food and, more specifically, growing good food for local, human consumption. But even that expanded definition of farming is not enough; we need to explicitly say that we will farm in a nature friendly way that is regenerative in its approach to the soil, the plants and animals and to the people who make up our team, our customers and the wider community.

Our mission is to replicate the model we are developing at Hammonds Farm across at least 20 farms by 2030. We first need to prove it works here. That means demonstrating that a small, mixed, regenerative farm is viable. Viable means profitable. We believe that in order to be sustainable, we need to make more money than it costs us to run the business.

I bought Hammonds Farm at the end of June 2021 with limited farming knowledge but a keen awareness that this was an opportunity to make a positive difference. Since then, we have grown to a team of nine that brings a wide range of experiences and a deep passion for the cause. It is the team that has been instrumental in developing the five mini-enterprises we now run: renting out the farmhouse, livestock, agroforestry, a market garden and a tree nursery. Currently the farmhouse contributes the most to sales but that is because the other enterprises are much younger. Within the next two years we expect these food-based enterprises will eclipse the farmhouse rentals and by the end of 2026 we expect to be profitable as a whole.

# LEADERSHIP LETTER



It has been a steep learning curve so far and I don't expect the gradient to lessen any time soon. But that is what keeps it interesting. We are learning from each other and from many generous people prepared to give their time and patience to our naive questions. This has made me realise just how important that wider stakeholder community has been - whether it is the compliments and repeat purchases we receive from our salad mix at Stroud Farmers Market or the opportunity to host Mambud from Farmers on Crutches for a tour of the farm, the encouragement and support we have received gives us energy.

In the next year we will start selling beef boxes, continue to win over customers to our veg box scheme, have our first fruit crop from our orchards of apples, plums and pears, as well as start selling trees. We may even have a few walnuts and hazelnuts to sell too. We will also be certified Organic with the Soil Association in May 2024, which will be a key milestone and a clear flag-in-the-ground moment demonstrating our commitment to appropriate farming.

Thank you to the team, our fans and those who give us energy.

## **Our mission:**

to replicate the model across 20 farms by 2030

# JOURNEY TO CERTIFICATION



# JOURNEY TO CERTIFICATION



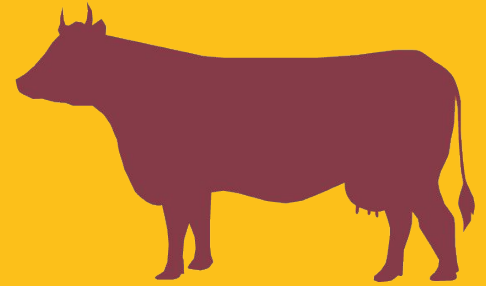
We are a small company and any distraction from the focus of making it work has to be weighed very carefully before we commit. We chose Organic certification with the Soil Association after such deliberations. As a small company, we could probably have spoken to our clients about how we farm organically even if we are not certified and, because we have that direct connection, it would have been convincing to most.

However, despite being small, we have large ambitions to prove that a small, mixed, regenerative farm can be viable. In order to prove it, we need to have external checks in place that convince others that we are actually doing what we claim. The Soil Association provides that third party rigour for how we grow our food.

We soon realised when going through the two-year Organic conversion process that we didn't have that rigour innately in all our systems and needed to develop processes to ensure that we were doing the right thing as a business. And that led us to B Corp: we needed to demonstrate the same kind of rigour but for the whole business, too. We wanted to show that we are a business for good and knew just saying so was not good enough.

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# JOURNEY TO CERTIFICATION



B Corp is certainly rigorous. Our 9-person team has put a large amount of time into the process, but it has been worth it. It has been challenging because it needs to be, and we have had to develop policies and think hard about how we operate to ensure we are considering our impact and not ignoring the opportunities we have for influencing others.

I think we were also blindly assuming that a regenerative farm should sail through as it is, by its very approach, doing the right thing. However, we needed to *show* that to be the case and, as a young company, demonstrating historical achievements and baselines against which to compare has proven hard. We are developing a body of knowledge: of the ecosystems on our farm, of the impact we have on our customers and suppliers and the contribution we are having to sequester carbon but we would not have been as diligent at doing so if we had not had the B Corp lens to help us realise just how important this is.

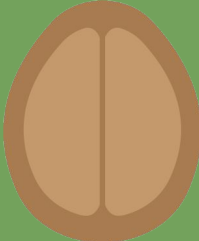
We were blindly assuming we would sail through!



# SCORE BENCHMARKING GOALS



# SCORE BENCHMARKING GOALS



Median score for an ordinary business: 50.9  
Qualifies for B Corp certification: 80  
Verified B Impact score (2023): 84.7  
Aspirational recertification score (2026): 111

Governance: 13.4



Workers: 24.3



Community: 12.9



Environment: 30.9



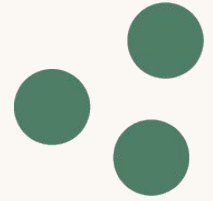
Customers: 3.0



# IMPACT AREA PLANS AND PROGRESS



# IMPACT: GOVERNANCE

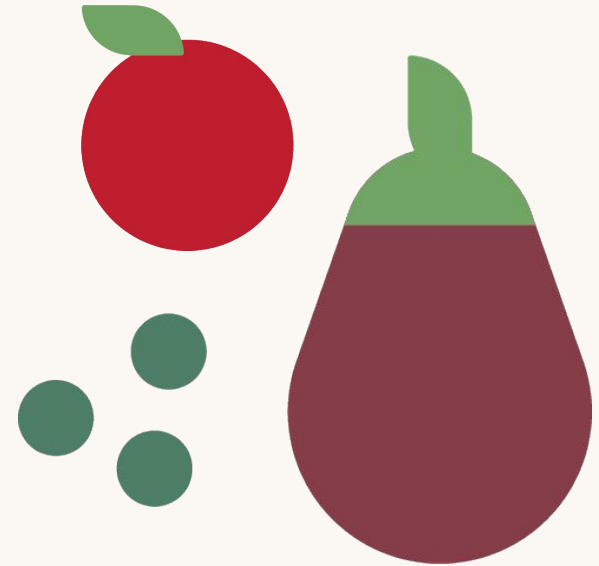


<b>Where we were in October 2022</b>	<b>Where we are in October 2023</b>
A) Standard Articles of Association	A) Changed Articles of Association, to focus more on all stakeholders, not just shareholders
B) Didn't have a mission statement	B) Now have a mission statement with a commitment to a specific positive environmental impact
C) Weren't tracking any social or environmental KPIs at a leadership level, to measure the success of the business	C) Now measure biodiversity levels & soil health
D) Did not have social & environmental objectives included in our job descriptions	D) Now have social & environmental objectives included in all our job descriptions
E) Did not do formal performance reviews	E) Now do official performance reviews, which also include social & environmental objectives
F) Didn't have Code of Ethics or Whistleblowing policy	F) Now have Code of Ethics or Whistleblowing policy
G) Did not proactively share our financial performance with employees	G) Now proactively share our financial performance with employees every quarter, with an intentional education programme to explain what the figures mean

# GOVERNANCE

## PLANS FOR OCTOBER 2024

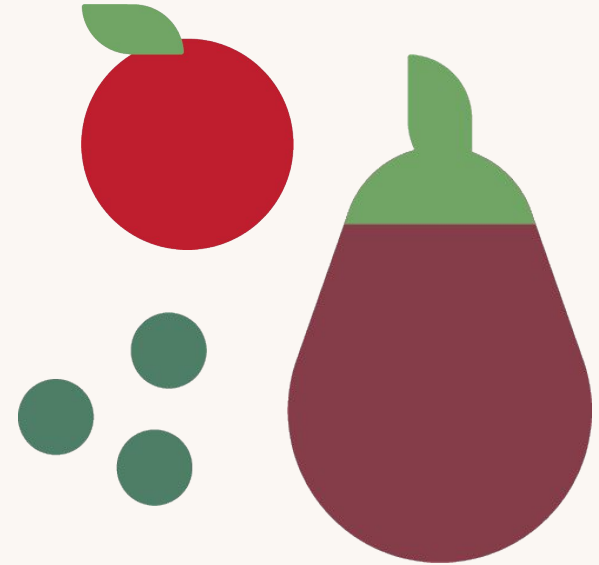
1. Roll out more training on social & environmental issues related to your company
2. Carry out stakeholder mapping and engagement around your social & environmental performance
3. Set up an advisory board



# GOVERNANCE

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# IMPACT: WORKERS

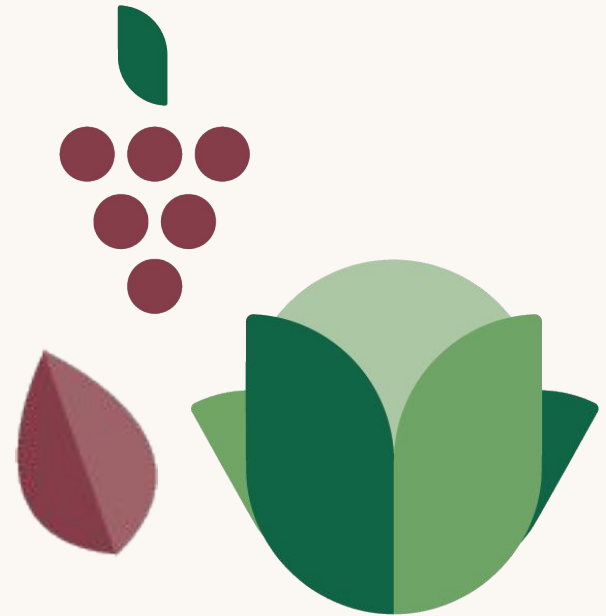


<b>Where we were in October 2022</b>	<b>Where we are in October 2023</b>
A) Had 2 full-time and 4 part-time employees	A) Have created 2 new full-time job opportunities: now have 4 full-time and 4 part-time employees
A) Didn't have any supplementary health benefits	A) Now provide disability or accident insurance to all staff
B) Were not tracking staff satisfaction	B) Now tracking staff satisfaction, which is over 90%
C) Didn't have a staff handbook	C) Now have a staff handbook, which includes details of the family leave we offer and rights for new parents
D) Did not have a formal on-boarding process for new employees	D) Now have a formal on-boarding process for new employees
E) Did not focus on if the retirement plan that we offered had any socially-responsible investing options	E) Now proactively promote the socially-responsible investing option available on the retirement plan that we offer

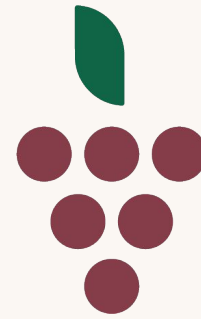
# WORKERS

## PLANS FOR OCTOBER 2024

1. Roll out cost of living adjustments that match inflation rates of the country
2. Start providing cross-skills training for career advancements or transitions (e.g. management training for non-managers, spreadsheets)
3. Allocate a budget for external professional development, (e.g. conferences, online trainings)
4. Strengthen staff feedback mechanisms
5. Explore partnering with an organisation who supports people with chronic barriers to employment, to help develop skills in agriculture



# WORKER TESTIMONY



"I am Matt and I'm on a bit of a journey! After my school days, I trained as a Mechanical Engineer and soon found myself on a graduate scheme for a very large company in an industry that I didn't care much for. I pursued my engineering career for 8 long years until I finally plucked up the courage, quit my desk job and got my hands dirty doing something I really cared about; growing food!

I started growing fruit and vegetables organically on a small scale in an attempt to heal the land and feed local communities with nutritious food. I then learned that to really heal the land and grow healthy, nutrient dense food, correctly managed animals serve as one of the most effective ways to do so. Consequently, I gained some experience on a well-established regenerative farm in the Mendips before being employed as the Stockman at Good Small Farms. It is an excellent opportunity where I am learning every day and loving working with our herd, growing topsoil, sequestering carbon and feeding our local community!" Matt, Head of Livestock



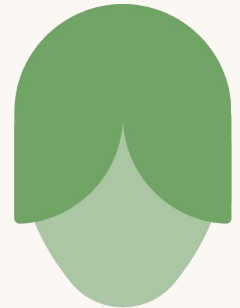
# IMPACT COMMUNITY



Where we were in October 2022	Where we are in October 2023
A) Didn't screen suppliers on social & environmental impact	A) Screen suppliers on social & environmental impact
B) Were not tracking the diversity of our workforce	B) Now track the diversity of our workforce, as the first step of increasing our workforce diversity
C) Had not documented our overall intention of the social or environmental impact of our company's philanthropy	C) Now have developed a Philanthropy Policy, where we document our overall intention of the social or environmental impact of our company's philanthropy
D) Were not doing any Policy Advocacy for Social and Environmental Standards	D) We have now signed up to Better Business Act
E) Were not doing much with charities or offering community volunteering	<p>E) We have developed relationships with local charities and community groups who connect people to nature</p> <ul style="list-style-type: none"> <li>- Had 2 school visits of around 60 children in the last year, carried out by charity <a href="#">County Trust</a> - helping disadvantaged children connect with the countryside and understand where food comes from.</li> <li>- Local volunteers, who want to reconnect with nature, have come with <a href="#">Stroud Valley's Project</a> to plant 3000 trees on the farm in the last year. We paid them the £5000 Countryside Stewardship grant we receive, for managing the project</li> <li>- We have joined the <a href="#">WWOOF</a> community to enable volunteers to come and live and work on the farm</li> <li>- We offer direct volunteering opportunities for people wanting to gain/expand their knowledge of regenerative farming - we currently have 3 regular volunteers working with us on the farm.</li> </ul>
F) 27% of our customers were located within 50 miles of our farm	F) Now 87% of our customers are located within 50 miles of our farm – this is because we've increased our veg box scheme direct to consumers, taken on a stall at Stroud Farmers Market and continue to increase the number of local restaurants and caterers that buy our vegetables.

# COMMUNITY PLANS FOR OCTOBER 2024

1. Analyse our job descriptions to make sure they are inclusive
2. Offer more training on diversity & inclusion
3. Be more proactive on recruiting people from diverse backgrounds especially from low-income backgrounds, ethnic minorities and under 24 or over 50 years
4. Start assisting other small-scale farmers we know in getting fair-trade, organic, or other internationally-recognised product certification
5. Become registered as Disability Confident
6. Start giving financial donations to registered charities
7. Allow our workers or customers to select charities to receive our company's donations
8. Allow staff to give their time to advocate on a policy issue related to advancing social and environmental standards in agriculture
9. Look for policy issues related to advancing social and environmental standards in agriculture where we can provide expertise
10. Look for an agricultural cooperative initiative where we can get involved
11. Look for an academic project where we can contribute data
12. Share our learnings on becoming Organic certified and B Corp certified on our website & social media & with other businesses who show an interest

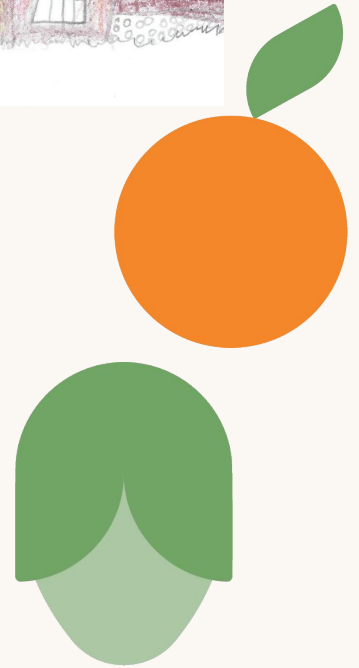


# LETTER

## FROM A SCHOOL VISIT

To farmer Eric and farmer Denise.

- I have had a lovely school trip with you.
- I loved all the vegetables they wer very delicious.
- I hope cocky i's being good.





# IMPACT ENVIRONMENT



Where we were in October 2022	Where we are in October 2023
A) Didn't have a single environmental management policy, covering all ways in which we will look to reduce our negative environmental impact	A) Have developed a single environmental management policy, covering all ways in which we will look to reduce our negative environmental impact
B) Had not completed any GHG footprinting of whole business operations	B) Now measuring GHG emissions of whole business operations. For the calendar year of 2022 our emissions were 59.09 tonnes CO2e but we offset 90.59 tonnes CO2e on the farm so we actually have a carbon balance of -31.51 CO2e i.e. we're capturing more than we're emitting – on site!
C) Had recently started our conversion to be Organic certified with the Soil Association. We have not used any artificial fertilisers, herbicides, fungicides or pesticides since taking over the farm in July 2021	C) Half way through our Organic conversion. All seeds and transplants purchased since May 2022 have been Organic (unless organic is not available)
D) Did not have a tree nursery	D) Started a tree nursery to grow organic native walnut trees and fruit bushes to sell - currently it is not possible to buy organic walnut trees in the UK and only one or two companies sell fruit bushes in the UK but only on a small scale.
E) Recently had our cattle certified as Pasture for Life	E) Our cattle have been living a 'Pasture for Life' life for a year now, which means our cows are raised exclusively on pasture. There is increasing evidence of the benefits to humans of eating pasture-raised and grass-fed meat and dairy products. Grass-fed meat tends to be lower in total fat and also has higher levels of 'good fats' such as omega-3. Milk and meat from grass-fed animals also has higher vitamin levels, particularly vitamins A ( $\beta$ -carotene) and E ( $\alpha$ -tocopherol). Some studies also show higher mineral levels. Higher levels of Conjugated Linoleic Acid (CLA) in pasture-fed meat and dairy products may offer a potent defence against heart disease, diabetes and cancer.

# IMPACT ENVIRONMENT



Where we were in October 2022	Where we are in October 2023
F) Recently carried out a biodiversity baseline survey	F) Our intention is to repeat this every 5 years to monitor a hopeful increase in diversity
G) Hadn't planted any new trees since buying the farm	G) Have now planted 10,000 trees in the last year, which has created over 900 metres of new hedges on the farm, providing new wildlife habitat and wildlife corridors
H) The top field of our farm was often waterlogged over the winter, and there was historically a problem with floods further downstream from our farm	H) We worked with Stroud District Council flood management team to reduce the risk of flooding of the Painswick stream. A pond and a stream were created to slow the flow of water and started to create a wetland ecosystem on the farm.
I) Didn't have an irrigation solution for our newly planted nut trees	I) Captured a spring that is now part of the irrigation system for our walnuts.
J) Recently started using SoilMentor to monitor the health of the soil on the farm	J) These are being repeated and recorded on an annual basis
K) All our vehicles used on the farm were electric (with the exception of our ride-on lawnmower) - we had an electric UTV, loader and tractor	K) We purchased a new electric delivery van: increasing our only electric vehicle fleet from 3 to 4.
L) We didn't have a purchasing policy for our packaging.	L) All punnets used in our market garden are biodegradable and FSC certified, our paper bags are made from at least 50% recycled materials, our plastic bags are biodegradable and made from at least 30% recycled materials.

# ENVIRONMENT

## PLANS FOR OCTOBER 2024

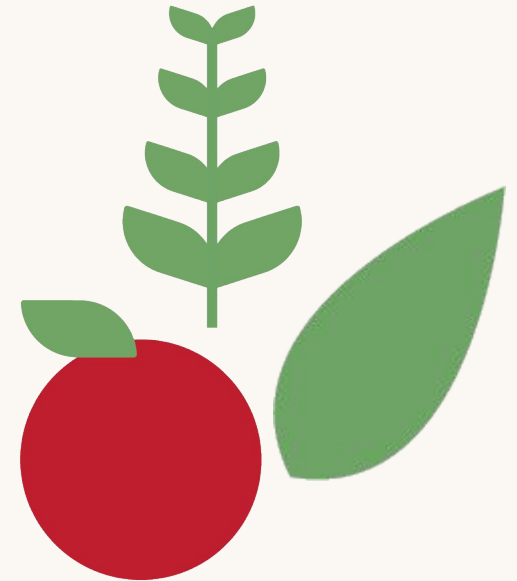
1. Complete organic conversion and becoming officially organic certified
2. Continue doing soil quality monitoring and hope to see improvements that we can publicly report on
3. Continue with our regenerative livestock and crop management that is required to maintain Soil Association and Pasture for Life accreditations
4. Continue measuring our GHG footprint so we can compare year on year and see where we can make any further reductions



# IMPACT

## CUSTOMERS

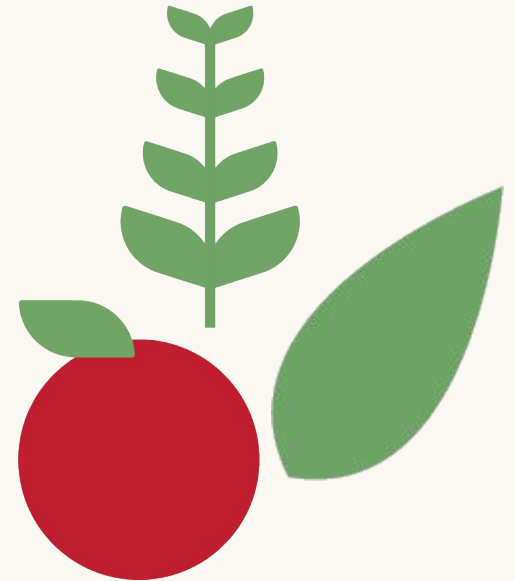
Where we were in October 2022	Where we are in October 2023
A) Didn't have a data & privacy policy	A) Now have a data & privacy policy
B) Were not tracking customer satisfaction	B) Now tracking customer satisfaction
C) Did not proactively ensure that our marketing was ethical	C) Now have an ethical marketing policy
D) Were only just getting our first customers	D) We've developed closer relationships with our local customers. For example, we show our wholesale customers where the food is grown and local individual customers often come to the farm to collect their vegetable boxes



# CUSTOMERS

## PLANS FOR OCTOBER 2024

Promote all of our social and environmental accreditations more with our customers, including those using Airbnb and other online booking platforms



# LETTER

## FROM A CUSTOMER

“It has been fantastic to visit Hammonds Farm over the last 2 years and witness the beginning of the transformation from an unsustainable past to a sustainable future.

I am inspired by the team's bravery, vision and determination. Experimenting with pioneering methods will deliver a new agricultural blueprint for other small farms in the UK.”

Katya S

