

Case Study



Jon Hammond

T Hammond & Sons, Nottinghamshire

ARABLE

DAIRY

BEEF

SHEEP

HORTICULTURE

OTHER LIVESTOCK

Jon Hammond

Vegetable farmer



Size
690 ha



Staff
65 full time
250 agency



Rainfall
600 mm



Soil type
Sand & sand/
clay loam



Jon is a fourth generation fresh produce grower based on the outskirts of Nottingham. The 690 hectare farm produces potatoes, carrots, leeks, parsnips, cereals, cereals, spring green, tenderstem broccoli, other brassicas, rhubarb and a range of organic crops.

- Potatoes
- Carrots
- Leeks
- Cereals
- Oilseed rape
- Brassicas
- Rhubarb
- Asparagus
- Onions

The Hammond family are founder members of Sherwood Produce, a eight member producer group farming 6,500 hectares across the East Midlands, supplying to major retailers as well as manufacturing and food service customers.

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Why LEAF?

I joined LEAF in 2000 as we were doing much of what LEAF was advocating but wanted to formalise it. The LEAF Marque was the next step. It means we get recognised for going that extra mile with our environmental commitment which helps us to secure important contracts with the major retailers. It gives us a competitive edge and puts us a step ahead.

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Financial




The LEAF Marque is an assurance scheme developed by LEAF based on environmentally responsible IFM principles which support you in producing good food, with care and to high environmental standards.

LEAF membership and, in particular, LEAF Marque certification is central to our whole business philosophy. As a producer group, we've adopted the LEAF Marque as our benchmark across the whole group.

The Sherwood Producer Group has adopted the LEAF Marque as our benchmark. I feel strongly that being a member of LEAF has really helped strengthen our relationship with large retailers.

Also, LEAF Marque has helped us with many other audits we have to complete. For our food manufacturing customers, as soon as you say you are LEAF Marqued, half of their audits are covered.

LEAF membership has strengthened our business and ensures we are one step ahead of our competitors.



“Even though customers are not yet demanding LEAF Marque, it gives us a standard, in terms of environmental quality.”

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Environmental

We've always managed the farm in an environmentally responsible way, seeing ourselves as stewards of the countryside. The LEAF Audit has really drawn our attention to wider sustainability issues and made us think critically about what we do.

“ The way our commercial farming activities have been honed alongside the LEAF principles has certainly helped the harmony between our farming and conservation activities. ”

We have questioned our whole water management approach and whether we were using our boreholes efficiently. As a result, we've introduced trickle irrigation systems and seen a 30% reduction in our water use.

Doing the LEAF Audit was a catalyst to us developing our energy policy. We've introduced inverters for the boreholes and cold stores, use light sensors and produce a range of farm grown sustainable fuels to reduce our carbon footprint. We can now run five vehicles and produce power for the packing plant on pure plant oil.

Our wildlife management has also improved. Now we leave areas of the land fallow to provide habitat for lapwings and have seen a significant increase in bird species. I believe this is directly attributable to following LEAF's Integrated Farm Management.



Only available to LEAF members and included in your membership fee, the LEAF Audit provides a comprehensive health check of the farm and gives benchmarks and action plans to focus the business for the year ahead. Saving you time and money.



Social

We've always gained a lot of pleasure from hosting visits to the farm. We are really passionate about what we do and want to pass on our passion to visitors. Seeing children's enthusiasm and interest in how we grow their vegetables is truly inspirational.

From an industry perspective, farmers have a huge role to play in reconnecting people with their food. Through LEAF's Speak Out initiative and demonstration events, I've learnt a lot about what makes an engaging farm visit and I really think my confidence has grown.

LEAF membership has definitely given us access to some very influential people.



LEAF's 'Speak Out' initiative helps farmers improve their communication skills and provides them with the know how to explain 'what they do and why they do it.'



“What we do for a living is interesting and exciting to other people and we get an opportunity to share that.”

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LEAF's IFM



LEAF's Integrated Farm Management (IFM) approach combines the best of traditional farming methods with modern technology, allowing farmers to manage their farms in an informed, professional and caring way. IFM encourages farmers to maintain the highest standards of food production with the minimum environmental impact.

Join LEAF today

TECHNICAL EVENTS • DEMONSTRATION FARMS • SPEAK OUT • LEAF MARQUE • LEAF AUDIT • GREEN BOX

Go to www.leafuk.org and join online!

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