AGRI SOIL

Impact Report 2025

Message from Our Founders 1

Why an Impact Report? 2

Our Mission 2

Our B Corp™ journey so far 3

Impact Areas 3

- Governance 4
- Community 6
- Environment 7
- Customers 8

Future Plans 9



Message from Our Founders

"We started Agri Soil in 2023, having run a family farming business in the Nene Valley for three generations. After spending years trying to improve yield farming conventionally, we started looking at ways to work with nature to balance short-term productivity with the long-term resilience of the farm. For us, that meant starting with the soil, working in a way that will help ensure our farm will remain productive for future generations.

This shift in perspective led to the creation of Agri Soil. Agri Soil is aimed at farmers, growers and landowners who – like us – are looking to understand and improve the quality of their soil. We spent a lot of time learning alongside growing the business – reading books, attending lectures, and taking courses. The more we learn, the more passionate we feel this is the right course of action. Our goal is simple: to help others understand the health of their soil and take steps to improve it, to ensure its viability for years to come.

As a fully independent business created by farmers for farmers, we take pride in the fact that our customers get information about their soil in a way they can truly understand, and without an onwards sales agenda.

Soil produces more than 95% of food on our planet, and is a direct home for over 59% of all species on Earth. It filters our water, sequesters carbon, gives us antibiotics and helps control flooding. It is one of the most important resources on Earth, and we need to look after it.

Our little business might only be a small part of a very big picture and a much bigger challenge, but it's one we are excited to be a part of. At Agri Soil, we are committed to making a positive impact on the land we all depend on. And together, we can create a future where both our soils and our communities can thrive.

Thank you for being a part of this journey with us."

Francesca and Tristan Ashby
Founders



Why an Impact Report?



At Agri Soil, we are committed to ensuring transparency and accountability across our business operations. Our annual Impact Reports, published on our website, aim to provide stakeholders with insights into our progress.

Each report will highlight our actions over the past year, outline future plans for improvement, and assess our performance against previous commitments. Our goal is to offer stakeholders a clear view of how we operate as a responsible business while inspiring others in the industry to adopt similar practices.



Our Mission

- To **empower farmers, growers and landowners** with the knowledge and tools to restore and enhance soil health.
- To **maximise agricultural productivity** while preserving the environment and promoting long-term soil health.
- To **reduce run-off pollution from chemical fertilizers** by enhancing the efficiency of application using targeted soil analysis/nutrient mapping.

Our B Corp™ journey so far

We're thrilled to share that we've begun our journey toward becoming a Certified B Corporation - a company verified as meeting B Lab standards for social and environmental performance, transparency and accountability.

Our values and mission closely align with B Lab's commitment to using business as a force for good; this certification provides a rigorous framework to assess our impact, drive meaningful improvements, and hold ourselves accountable to our actions.

By pursuing this certification, we're embracing enhancing our policies and processes to create a positive impact on our team, customers, suppliers, community, and the environment.

To support us on this journey, we've partnered with **transformacy**, a leading corporate sustainability consultancy specialising in B Corp certification. Their expertise will help us not only meet the certification criteria but also implement meaningful, lasting improvements that benefit all those connected to our business.

We look forward to sharing our progress as we continue to build an impactful business that prioritises people, the planet, and ethical governance.



Impact Areas

The B Corp certification assessment, known as the B Impact Assessment (BIA), evaluates performance across four key areas of impact:

- **Governance**
- **Community**
- **Environment**
- **Customers**

We've structured our report around these categories to facilitate clear year-on-year comparisons and align our efforts with other B Corp businesses.

Governance

At Agri Soil, we recognise the importance of strong governance in ensuring transparency and accountability, acknowledging that these principles strengthen our business for both our clients and team. This year, we have put in place several governance practices that reinforce our dedication to ethical operations and sustainable growth.

Commitment to ESG Integration

We are committed to embedding social and environmental principles into our leadership and decision-making processes. To uphold this commitment, we maintain robust monitoring systems, set measurable targets, and regularly report on our progress.

We conduct annual reviews, assessing numerous key performance indicators against our social and environmental targets. This ensures that actions are implemented to drive continuous improvement.

By aligning our governance structures with environmental and social priorities, we strengthen accountability, transparency, and long-term value creation for all stakeholders. This rigorous evaluation process ensures our initiatives are effectively monitored, strategically prioritised, and aligned with our long-term objectives.



Stakeholder-focused Decision Making

We have formally embedded our commitment to balancing profit and purpose by amending our Articles of Association to consider the impact of our operations and decisions on all our stakeholders, including customers, suppliers, communities, and the environment. This ensures that our business is accountable to more than just financial performance, aligning with the principles of B Corp governance.

Objectivity

We are committed to upholding the highest standards of integrity in our reporting. By aligning our disclosures with recognised third-party standards, we ensure objectivity, credibility, and transparency in communicating our impact and performance.

Through our governance structure, we reinforce our commitment to responsible business practices, ensuring that Agri Soil continues to thrive while upholding integrity, transparency, and accountability at every level.



Community

At Agri Soil, we believe that good business practice extends beyond the farmers and landowners we work with. We are committed to contributing positively to our wider community by supporting charitable causes and initiatives that align with our values. In this section, we detail our work to foster connections and drive meaningful impact in our local community.

Charitable Giving

Our charitable giving policy is designed to support causes that reflect our values and contribute meaningfully to the communities we serve. Next year, we aim to contribute at least 1% of pre-tax profits to causes close to Agri Soil and its employees' hearts.

Volunteering

We are committed to making a meaningful difference in our local communities. To reflect our ongoing commitment to social responsibility and meaningful local engagement, we are offering each of our team members two full days paid volunteering leave each year.

Local Partnerships

We also make time to partner with like-minded organisations and attend events on topics we care about. This year, we attended discussions hosted by the Women in Food & Farming Network, where we gained several valuable insights on topics such as aligning on definitions to ensure we are all working towards common goals; the crucial role of policy in shaping change; and the role of individuals' collective actions in driving systems change. Tristan is also a member of several local farm research and community groups, helping to further contribute to working to alleviate challenges in this community. Agri Soil also sponsors Oundle Hockey Club, furthering our ties with the local community through grass roots sport.

These conversations help us stay connected to the broader community and strengthen our commitment to creating a more sustainable future together.

WOMEN IN FOOD & FARMING NETWORK



Environment

At Agri Soil, we are deeply committed to sustainability. We believe that healthy soils are essential for a thriving ecosystem; our work aims to promote sustainable practices that protect and enhance the land. By focusing on improving soil health, increasing carbon sequestration, and reducing reliance on chemical inputs, we aim to create a more resilient environment and promote food security for future generations.

We enable our customers to enhance their carbon sequestration capabilities with precise soil carbon monitoring and expert advice, which contributes to reducing atmospheric CO2 levels.

Additionally, our targeted soil analysis and nutrient mapping help farmers minimise waste and pollution associated with fertilizer use and chemical inputs. These efforts reduce environmental runoff, decrease fertilizer usage, and promote healthier ecosystems.



Global Stats

The urgent need to promote healthier, more sustainable, ecosystems is reinforced by international data from organisations such as the UN Food and Agriculture Organisation (FAO):

- **95%** of our food comes from soil
- But **33%** of soils are degraded
- Up to **58%** more food could be produced through sustainable soil management.
- In a world where 1 in 11 people live in hunger, it's time we all started caring about soil.

Waste Reduction

We will continuously work to identify areas where we can reduce, reuse, and recycle more effectively, and ensure that our operations are as sustainable as possible.

Office Stewardship

To promote greener working habits, we provide our team with actionable guidance and resources focused on reducing energy consumption and optimising our waste and recycling streams.

Target Setting

We have committed to setting and sharing annual environmental performance targets, starting with those included in this report (see 'Future Plans'). By doing this, we aim to motivate our team and inspire collective action, in addition to ensuring transparency and accountability to all our stakeholders.

Customers

At Agri Soil, our customers are at the heart of everything we do. We are dedicated to building strong, long-term relationships with farmers and landowners by providing tailored soil health services that meet their unique needs. From basic soil testing to trace element, organic matter, and carbon testing, we are committed to supporting our clients through their soil health journey.

Whether they are looking to improve their soil health more holistically, or are looking to comply with SFI, Farming for Water rules or carbon and biodiversity schemes, our goal is to empower our clients with the knowledge and tools they need to enhance soil quality and increase productivity. By listening to their challenges and collaborating closely, we ensure that our solutions not only address their immediate needs but also contribute to long-term success and environmental conservation.



Service & Quality

At Agri Soil, we are committed to delivering the highest standards of service quality to all our clients. Our team combines technical expertise with a hands-on, customer-focused approach to provide actionable insights and effective solutions. We are dedicated to continuous learning and improvement, ensuring that our services keep up with industry advancements and the latest regulations.

Customer Engagement

We make the most of our digital presence to keep both existing and prospective clients informed of our services through our website and Instagram.

Customer Feedback

We are proud of the positive feedback and reviews from our clients, who note “how brilliant and professional the sampling team had been” and that the “communication and efficiency of the sampling was perfect”.



Future Plans

We are thrilled by the progress we've made so far and are confident that the highlights we've shared in this report are just a small preview of what's to come; there is always more we can do to enhance our social and environmental impact.

Our dedication to continuous improvement drives us to set even higher goals for the year ahead. Below, we outline our key ambitions for the next 12 months:

B Corp™ Certification

We are currently working towards achieving B Corp certification, further solidifying our commitment to high standards of social and environmental performance, transparency, and accountability.

As part of this process, we have created several new policies and processes and defined significant commitments to improve our operations. Over the next year we will work hard to implement these and monitor our impact, to ensure we achieve the goals we have set.

Social Targets

We have focused our commitments for the next 12 months on achieving quantified social targets outlining our community, customer, and employee-related goals. These include:

1. Social Impact Expansion

- Charitable Giving:
  - Increase our positive impact on causes we care about, by donating at least 1% of pre-tax profits to organisations such as Yellow Wellies and RABI.
- Volunteer Days:
  - Offer each employee two full days' paid volunteering leave per year.
- Local Partnerships:
  - Participate in at least 3 local community events.
  - Attend at least 3 talks on environmental issues.

2. Customer Satisfaction

- Increase our customer satisfaction rating to 4.5 stars on Google.

Environmental Targets

To measure the impact of the policies and processes we have put in place this year, we have set the following environmental targets for the next 12 months:

- **Environmental Stewardship:**
  - Ensure 100% of our team are familiar with our environmental policies and have access to resources regarding environmental stewardship.
- **Responsible Waste Disposal:**
  - Ensure 100% of our hazardous waste is disposed of responsibly, safely and in compliance with environmental standards, in order to minimise any associated negative environmental impacts.



Impact Reports

We will be creating another Impact Report 12 months from now, which will detail our progress against these targets. We hope to include further improvements in our processes and policies in the next report. We are committed to reporting our updates and progress based on comprehensive third-party standards to ensure that we remain objective and accountable.

By focusing on these priority areas, we aim to continue to lead by example and deliver meaningful outcomes for all our stakeholders over the next year.

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