



GROUND
ED
IN **GOODNESS**

BEEFING UP SUSTAINABLE FARMING

Grounded in Goodness.
Supporting sustainable British beef farming.*



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WELCOME TO THE SCHEME

Welcome to Grounded in Goodness, Aldi's flagship sustainable beef programme, delivered in partnership with ABP. Aldi is already one of the UK's largest buyers of British beef. 100% of the fresh beef sold in our UK stores is born, reared and slaughtered in Britain.

Our customers value high-quality British beef, and we want to help secure its future. That's why we've developed Grounded in Goodness with ABP, to strengthen the sector and reward farmers taking practical steps to improve environmental standards.

The scheme has two clear aims: to help farmers make environmental and operational improvements on farm, and to demonstrate the role British beef farming can play in a more resilient and sustainable food system.

Grounded in Goodness was created by putting farmers first. We aim to encourage our farmers to produce more high-quality British beef whilst also adopting more sustainable farming practices.

The scheme is designed to be practical, flexible and easy to implement. Farmers will be encouraged to select a range of actions to implement on farm, including habitat creation and management, soil and nutrient management, protecting biodiversity, animal health and welfare, knowledge and development.

The programme rewards you for committing to new sustainable practices, as well as existing measures. Payments will be tiered based on the number of actions you choose.

It is open to all types of farming systems throughout England, Scotland and Wales, providing options that work best for individual farms and farming businesses.

We are recruiting for the scheme now and throughout 2027 and we're delighted to have you on board in this exciting chapter for British beef production.

WHY THE SCHEME HAS BEEN DEVELOPED

We recognise the pressures facing British beef producers. Rising costs, changes to agricultural support and animal-health challenges have made investment more difficult, at a time when the national herd has been declining.

We know that our customers continue to value high-quality British beef and we are incredibly proud of our long-standing commitment to source 100% of our core fresh beef from British farms.

The initiative is also designed to make a significant contribution to our global Force for Good sustainability ambitions, which are to:

- **Drive climate action by reducing greenhouse gas emissions**
- **Work with suppliers in target supply chains to regenerate agricultural land and replenish water**
- **Contribute to the wellbeing and livelihoods of those in our supply chains**

WHAT THE SCHEME WILL DELIVER FOR YOUR FARM

The scheme, payments and reporting asks are clearly structured to be accessible and flexible and will reward you for the sustainability actions you choose to implement or have in place already; as well as ensuring that the productivity and profitability of your farm are not overlooked.

HOW THE SCHEME WORKS

The model has been designed not only to reward the actions you choose to take on your farm, but also to build a long-term supply relationship with you.

Grounded in Goodness is designed to evolve over time. As our understanding grows and new opportunities emerge, we will introduce carefully selected actions each year, in consultation with you, to help maintain and improve the sustainability of beef production.

These actions will be shaped by the experiences and achievements of Grounded in Goodness farms. By joining the scheme, you are committing to implementing new actions, while maintaining and building on the sustainable practices already in place on your farm.

There are 15 actions you can choose from, with a minimum of three required. Tiered farm payments are paid depending on the number of actions you commit to and your level of supply as follows:

Tier		Purpose	Actions
Gold		Define best practice	9
Silver		Drive transition and improvement	6
Bronze		Entry level engagement	3



The farm payments are issued quarterly in arrears, providing a consistent and predictable income stream linked to your normal sales pattern.

On joining, you will be asked to complete a questionnaire and share more information about your farm and activities. (see next page)

Each farm is then required to reassess annually, and submit evidence, via ABP's Livestock Hub, to ensure that improvements and actions can be measured and evidenced.

We encourage you to explore and implement as many relevant options as possible, helping you drive continuous improvement on your farm.

BASELINE DATA REQUIREMENTS

Good data. Better decisions. Stronger farms.

Once you have joined the scheme, we will ask you to complete a baseline survey, which covers the following areas:

Area		What we need to know
	Farm overview	General information about your farm, location, land use, infrastructure and farm management.
	Cattle Production System	Details of your herd, breed(s), calving pattern, housing, feeding and general production practices.
	Grazing Management	Information on how and when cattle graze, pasture management and rotation.
	Biodiversity and Nature	Habitat features, wildlife, protected areas and actions being taken to support biodiversity.
	Soil Management	Key information on current soil management practices across the farm and actions already in place to improve soil condition.
	Nutrient Management	How nutrients are planned, applied and managed to optimise crop and pasture production and protect the environment.
	Riparian and Buffer zones	Details of buffer strips, riparian areas and other zones that protect watercourses and important habitats.
	Climate	If and how you have carried out a carbon assessment.

GROUNDING IN GOODNESS ACTIONS

Practical actions for a more sustainable future

You can select from the menu of actions which we hope will build on the existing momentum of your farm business. Each action is underpinned by clearly defined requirements and reporting asks based on recognised industry standards and has been independently validated by a farm consultant.**



Carbon Assessment

Complete a carbon assessment for the beef enterprise to establish a baseline and identify opportunities to improve efficiency and reduce emissions.



Biodiversity Plan

A documented, mapped plan that identifies key habitats on the farm, sets improvement actions, and tracks progress over time to enhance biodiversity, soil health, and ecosystem resilience.



Habitat Provision and Woodland Creation

Create valuable habitats that support wildlife. Actions can include installing habitat boxes for birds, bats or pollinators, establishing new hedgerows, creating ponds, integrating trees through agroforestry or silvopasture systems, and planting new woodland.



Wildlife Area

Create dedicated spaces for nature across your farm to provide food, shelter and breeding habitats for farmland wildlife. Actions can include taking field corners or blocks out of production, establishing winter bird food areas, creating winter bird food strips, and sowing pollen and nectar-rich flower mixes.



Soil Assessment and Management Plan

Assess soil health and implement a management plan to improve and protect soils.



Organic Fertiliser Application

Use organic fertilisers to improve soil health, build organic matter and reduce reliance on synthetic inputs.



Cover Cropping and Continuous Plant Cover

Maintain living roots in the soil for longer to improve soil health and reduce erosion.



Reduced Tillage Methods

Minimise soil disturbance to protect soil structure, retain moisture and reduce emissions.



Herbal Leys

Establish a diverse herbal ley using a mixture of grasses, legumes, and herbs to improve soil health, forage quality, and farm resilience.



Nutrient Management Plan

Complete a Nutrient Management Review with a FACTS-qualified adviser (or a FACTS-qualified farmer) to assess soil and crop nutrient requirements and identify opportunities to improve nutrient use efficiency.



Integrated Grazing Management

Implement an integrated grazing management approach that uses planned grazing to optimise grass utilisation, improve soil health and support biodiversity across the farm.



Riparian and Buffer Zones

Utilise vegetated strips of grasses, shrubs and wildflowers within the farmed landscape to protect watercourses and buffer important habitats such as hedgerows.



Health Plan

Have a proactive plan in place to protect and improve animal health and welfare.



Antibiotic Data Collection

Record and review antibiotic use to support responsible use and animal health.



Knowledge Exchange

Share knowledge, learn from others and embrace innovation to drive continuous improvement on farm.

** The actions were reviewed by The Andersons Centre as part of the scheme development process.

HORIZON FARMERS SHAPING THE FUTURE OF GROUNDED IN GOODNESS

A group of Horizon farmers will be established as part of Aldi's Grounded in Goodness programme, bringing together 25 progressive farmers to collaborate with Aldi and ABP in driving measurable, continuous improvement across the beef supply chain.

The Horizon farms will represent each area of the UK and will be asked to help shape the future of Grounded in Goodness by:

- Piloting new initiatives and projects, supporting technology testing and acting as early adopters with learnings shared across the wider Aldi supply base.
- Providing feedback on challenges and opportunities within the beef sector.
- Accessing business support, including carbon reporting, and water and soil assessment plans for their farms.
- Enabling knowledge exchange between farmers.
- Supporting communication opportunities about the programme.



SCHEME SUMMARY



Earn quarterly payments for supplying beef to Aldi and delivering sustainable on-farm actions.



Join a community of like-minded farmers working with Aldi and ABP to build a more sustainable future.



Monitor your farm's sustainability progress and see the positive impact of the actions you implement over time.

1 HOW IT WORKS



Join Network

Sign up to the Grounded in Goodness network to get started via groundedgoodness.co.uk



Complete Survey

Answer a short survey to create a baseline for your farm.



Choose Actions

Select the sustainability Actions that best fit your business.



Submit Evidence

Submit evidence to verify your actions and measure improvement over time.



Receive Payment

Achieve Bronze, Silver or Gold status and receive payment for your commitment.

2 TIERED PAYMENT STRUCTURE

Grounded in Goodness provides you with the long-term support to invest in your farm and continue to develop.



BRONZE
3 ACTIONS



SILVER
6 ACTIONS



GOLD
9 ACTIONS

3 ACTIONS



Carbon Assessment



Biodiversity Plan



Habitat Provision and Woodland Creation



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Reduced Tillage Methods



Herbal Leys



Nutrient Management Plan



Integrated Grazing Management



Riparian and Buffer Zones



Health Plan



Antibiotic Data Collection



Knowledge Exchange

4 WHAT'S NEXT?

To get involved visit groundedgoodness.co.uk or drop us a line at contact@groundedgoodness.co.uk





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*Grounded in Goodness farmers commit to selected measures including those aimed at reducing on-farm GHG emissions or supporting regenerative agriculture.