



## LEAF – A Leader in Sustainable Food and Farming

Founded in 1991, LEAF (Linking Environment And Farming) has now firmly established itself as one of the leading organisations promoting sustainable food and farming. LEAF is a farming charity that works at a global level with the whole food industry, to assist with the production of good food to a high environmental standard. This standard is identified in store and on pack by the **LEAF Marque** logo, which is also a leading environmental food label.

LEAF Marque is an independent assurance scheme increasingly being chosen by a wide range of food businesses worldwide to demonstrate their environmental credentials. The scheme is based on **LEAF's Integrated Farm Management (IFM)** principles, which combines the best of traditional farming methods with modern technology. IFM helps empower farmers to maintain high standards of food production with minimum environmental impact.

Alongside LEAF Marque and IFM, LEAF offers its members a wide range of services and benefits, that can deliver environmental and financial benefits. Key to this is the **LEAF Audit** which is the framework for implementing IFM. It is a progressive and practical whole farm business management tool, providing a comprehensive health check of the farm. The LEAF Audit allow farmers to benchmark their performance and provides action plans for continuous improvement.

Caroline Drummond, LEAF's Chief Executive explains why LEAF has so much to offer: "LEAF has been playing a leading role in promoting best practice in sustainable farming and bridging the gap between farmers and the public for 21 years. Whilst there is no single system that delivers a truly sustainable agriculture for the long term, there is a very real need for a global approach that is flexible, innovative and progressive. LEAF offers a very practical and viable solution. We provide the framework for more sustainable farming through the adoption of Integrated Farm Management, increasingly recognized by the consumer through the LEAF Marque logo and by the food industry as a respected global environmental standard".

LEAF's members reflect the importance the food and farming industry and consumers now place on sustainable food production. Members include the global consumer goods company Unilever and the UK's leading salad brand, Florette, which now carries the LEAF Marque logo on its biggest selling bagged salads, Crispy and Mixed. Furthermore, LEAF has worked with Waitrose for many years with most of the fresh produce sold in store carrying the LEAF Marque logo and in total, some 20% of UK horticulture is now LEAF Marque certified.

In a new and very significant announcement LEAF announced in April 2012 that it was working in partnership with Unilever and Archer-Daniels-Midland (ADM) on a supply chain initiative that will see more farmers achieving LEAF Marque certification for the benefit of farmers, the environment and consumers.

Sodexo, a leading provider of on-site service solutions and a supplier to the Olympics is a corporate member of LEAF. LEAF was one of the organisations consulted on the London 2012 Food Vision and the LEAF Marque is an aspirational food standard for plant based food served at the Olympics. Quotas of LEAF Marque produce at the Olympics are still being confirmed but at this stage it is expected that all of the whole potatoes used by Sodexo in catering for the Games will be LEAF Marque certified through E Park & Sons. Other LEAF Marque suppliers to the Olympics include Pauleys and Fresh Direct.

LEAF also delivers a range of activities that help to build the public's understanding of food and farming, including its annual **Open Farm Sunday**. Now in its 7<sup>th</sup> year, Open Farm Sunday is a key date in the agricultural calendar and to date has reached over one million consumers and receives extensive support from across the food chain. Other LEAF initiatives that help people of all ages to understand more about food and farming include the **Virtual Farm Walk**, an online resource designed to help educate children about farming and **LEAF Demonstration Farms**. There are over 40 LEAF Demonstration Farms which are selected against stringent criteria and host visits throughout the year, to a wide range of invited groups including farmers, teachers, government officials and the media. LEAF also offers the **Speak Out Initiative** which is a valuable training resource, helping farmers to improve their communications skills and provide them with the know-how to explain what they do and why they do it.

To find out more about LEAF and the LEAF Marque producers and suppliers please visit <http://www.leafuk.org> or contact the LEAF office on 024 7641 3911

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For further information about LEAF, images, to arrange an interview or to obtain industry comment:

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For further information on all LEAF's work and activities, visit [www.leafuk.org](http://www.leafuk.org)

**LEAF Editors' Notes:**

- LEAF (Linking Environment And Farming) is a farming charity at the forefront of sustainable agriculture promoting Integrated Farm Management. LEAF supports farmers to produce good food, with care and to high environmental standards. These standards are identified in store by the LEAF Marque logo.
- LEAF promotes Integrated Farm Management (IFM), a whole farm approach combining traditional farming methods with modern technology. It involves minimal use of pesticides; efficient soil management; enhancement of wildlife habitats; maintenance of landscapes and rural communities; careful and sympathetic choice of seed varieties; the use of crop rotations and a commitment to good husbandry and animal welfare.
- The LEAF Marque is acknowledged by Defra as the Environmental Food Production Standard of choice in its standards for food procurement across all Government departments and agencies.
- For more information about LEAF please visit: [www.leafuk.org](http://www.leafuk.org), email: [enquiries@leafuk.org](mailto:enquiries@leafuk.org)  
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