



Turning over a new LEAF at Christmas

Arriving in Waitrose branches for the first time this year are British grown Christmas trees carrying the LEAF Marque logo, meaning they have been sustainably grown with care for the countryside and wildlife that live there.

Grown by LEAF Marque certified business, Hopeman Christmas Trees Ltd in the Black Isle, a peninsula in the north of Inverness, the beautiful British Nordman Fir Trees have been produced following LEAF's Integrated Farm Management Principles. These include measures to protect soil and water, preserve and enhance wildlife habitats, recycle waste and conserve energy.

With a climate that is exceptionally wet but mild in the winter, the Black Isle has the ideal conditions for growing the Christmas trees. They take between 12 and 14 years to grow and are hand pruned during the summer months, after ensuring they have the traditional triangular shape. They are then hand-picked ready to head to stores for the festive season.

The Christmas trees have already captured the imagination of the media with coverage on a number of news websites including the Daily Mail, AOL, Yahoo and MSN.

Samantha Brett, Waitrose Horticulture Buyer comments, "We've worked with our growers to make sure our Christmas trees are not only the perfect tree but are grown in a way that gives back to the environment and ensures that they are sustainable. We are really excited that our Christmas trees have been given the LEAF Marque, and we know it's really important for our customers to know they are doing their bit for the environment when buying their Christmas tree too."

Quentin Clark, LEAF Director Business Collaboration adds, "LEAF is very proud of its long-standing collaboration with Waitrose. They were the first supermarket in the UK to carry LEAF Marque certified products and we have been working with them for many years to

support their core values of sustainability. In the UK, some 33% of fruit and vegetables are being grown by LEAF members, much of which is sold through Waitrose. The availability of sustainably produced LEAF Marque Christmas trees is a wonderful addition to this and will enable Waitrose customers to reduce the environmental impact of the holiday season. We're keen to remind people as well that the LEAF Marque is not just about fruit and vegetables but that cereal, livestock, and now even Christmas trees are produced to the same environmental standard."

Waitrose will be selling both cut and pot grown trees and they will be available from the last week of November.

Watch the video here: <https://www.youtube.com/watch?v=jeUM27qw5gQ>

ENDS

For more information or images, please contact:

Jennifer John/ David Gough

LEAF Press Office

Ceres

T: 01189 475 956

E: jennifer.john@ceres-pr.co.uk / david.gough@ceres-pr.co.uk

LEAF Editors' Notes:

- **LEAF (Linking Environment And Farming)** is the leading organisation delivering more sustainable food and farming. LEAF works with farmers, the food industry, scientists and consumers to inspire and enable sustainable farming that is prosperous, enriches the environment and engages local communities.
- LEAF promotes **Integrated Farm Management (IFM)**, a whole farm business approach that delivers more sustainable farming. IFM uses the best of modern technology and traditional methods to deliver prosperous farming that enriches the environment and engages local communities.
- **The LEAF Marque** is an assurance system recognising more sustainably farmed products. It is based on the sustainable farming principles of Integrated Farm Management (IFM), which covers areas such as soil and water management, pollution control, crop health, animal welfare, community engagement, energy efficiency and landscape and nature conservation. LEAF Marque businesses are independently assessed and certified against the principles of IFM.
- **LEAF Demonstration Farms** are commercial farms which show the beneficial practices of IFM to a broad range of audiences, through organised visits. They communicate an understanding of IFM in order to encourage uptake by farmers, support from the industry and political awareness of sustainable food and farming. The network of LEAF Demonstration Farms includes a range of farm businesses across England and Scotland. They work alongside the LEAF Innovation Centres.