

RETAIL What is the LEAF Marque?



The LEAF Marque is a food label you and your customers can trust. The assurance scheme, developed by LEAF (Linking Environment And Farming), is based on environmentally responsible farming principles which support farmers to produce good food, with care and to high environmental standards.

Offering a wide range of produce from vegetables and salads to cooking oils and flowers, the LEAF Marque is a respected global environmental standard delivering benefits to consumers, farmers and the environment.

LEAF is the 'one stop shop' for you to address environmentally responsible farming issues globally, and by stocking LEAF Marque produce, your customers will enjoy food they can trust from farmers who care – not only about food but the countryside, and the wildlife it sustains.

LEAF, its services and operations, is at the cutting edge of sustainable food and farming, working in collaboration with others to ensure a prosperous global agriculture. LEAF Marque farmers care for the environment by:

- Carefully managing hedgerows to provide habitats and food for wildlife
- Using pesticides and fertilisers only when absolutely necessary
- Leaving a strip of land between hedgerows and crops to act as a habitat for as a wildlife
- Recycling on-farm waste and conserving energy
- Improving water efficiency and quality

Many of these farmers are part of LEAF's nationwide network of Demonstration Farms and open their gates to the public, so your customers can find out for themselves about the work of LEAF. For further information or to become a member of LEAF and show your customers you care about their food and the environment visit www.leafuk.org.

- Ends -

For further information and images, to arrange an interview or to obtain industry comment:
Ailsa Jensen

LEAF Press Office
T: 01189 475 956
E: ailsa.jensen@ceres-pr.co.uk

Editor's Notes:

- LEAF (Linking Environment And Farming) promotes environmentally responsible farming. We support farmers to produce good food, with care and to high environmental standards, identified in-store by the LEAF Marque logo. We build public understanding and trust of food and farming in a number of ways, including Open Farm Sunday and visits to our national network of Demonstration Farms
- 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
- The LEAF Audit is a progressive and practical whole farm business management tool, to help farmers prioritise decisions and make meaningful changes to farm practices as well as demonstrate their environmental responsibility
- The LEAF Green Box is a simple, step by step approach to monitoring the environment on a farm. Divided into four sections: biodiversity; soil; water and air, the Green Box helps farmers record and monitor activity on their farm
- Open Farm Sunday is a national flagship event when hundreds of farms open their gates to the general public. It is a great opportunity for visitors to see at first hand how farmers produce the food they eat and care for the countryside. For more information visit www.farmsunday.org
- Let nature feed your senses – LEAF (Linking Environment And Farming) and the Sensory Trust are working together on a flagship project to connect disengaged groups and individuals with nature and the countryside, through food and farming. The project involves sensory rich visits to farms and nature reserves across England and is part of Natural England's Access to Nature programme, which is funded by The Big Lottery Fund's Changing Spaces programme
- For more information on all LEAF's work and activities, visit www.leafuk.org