

FARMER What is the LEAF Marque?



LEAF knows that most farmers produce high quality food in an environmentally responsible way, but they also know that decision makers in local and national government need to understand that too. What makes LEAF's voice count is the number of farmers who follow LEAF's Integrated Farm Management (IFM).

The LEAF Marque is a food label consumers and the food industry trust. The assurance scheme, developed by LEAF (Linking Environment And Farming) with its partners and stakeholders, is based on environmentally responsible IFM principles which support you in producing good food, with care and to high environmental standards. The LEAF Marque is not just another farm assurance scheme - it offers so much more!

Investment in LEAF Marque certification is a real commitment to the whole food chain, providing you, the producer, with a genuine commercial advantage in the demanding premium and assured food markets. In a recent survey of LEAF members 66% of LEAF farmers agreed with the statement 'by adopting LEAF and IFM principles we have benefitted financially', on average each farm saved £14,000 (or £40.00 per hectare). If you want to save money, join LEAF for tangible financial and environmental benefits delivered through IFM.

So what are the tangible benefits of becoming LEAF Marque accredited?

- LEAF Marque farmers prove their commitment to high standards of food production by carrying out Integrated Farm Management (IFM)
- LEAF's IFM brings benefits to wildlife, reduces the risk of pollution and helps LEAF farmers demonstrate their environmental credentials, whilst growing food with respect for the environment
- Many large retailers, including supermarkets and food processing companies, are keen to do business with LEAF farmers. The LEAF logo appears on retailers and caterers shelves, providing a clear indicator of high environmental standards in food production, and giving customers reassurance that they are enjoying food they can trust from farmers who care – not only about food but the countryside, and the wildlife it sustains.

- LEAF Marque growers benefit from a wide range of internet services designed to promote both best practice and commercial benefit for producers including supply chain directories and membership checking services

Consumers can see at first hand how farmers produce the food they eat and how they care for the countryside by visiting one of LEAF's Demonstration Farms.

For further information or to become a member of LEAF, visit www.leafuk.org.

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

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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
- 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