



Press Release

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LEAF - the affordable solution

As the new Government Buying Standards come into force this month - requiring at least 10% of primary raw food ingredients in food and drink to be produced to certified or assured higher level environmental standards, LEAF (Linking Environment And Farming) is urging farmers growing commodity products such as potatoes and other vegetables, to adopt its Integrated Farm Management (IFM) as an affordable and practical solution to producing good food with care for the environment.

IFM looks at the whole farm, enabling farmers to achieve high productivity (critical for commodity crops) with low environmental impact and is the key principle behind the LEAF Marque, one of the examples highlighted in the standards.

Potato farmer and LEAF member Anthony Carroll, from Heritage Potatoes is realising a wide range of benefits as a result of their LEAF membership, as Anthony explains: "I have been a LEAF member for many years and believe that following the LEAF audit and adopting IFM has helped my business be both commercially successful and achieve a low environmental impact. LEAF is not an exclusive option but a real and practical solution that enables farms of all sizes to produce good food with care for the environment and make a profit."

LEAF (Linking Environment And Farming), a membership organisation at the forefront of sustainable agriculture, has championed (IFM) since 1991.

LEAF's Commercial Manager, Jeremy Boxall said, "Recognition is growing year on year, across the food and farming industry for the value of both growing and sourcing LEAF Marque produce. In fact, it is the leading aspirational standard for the 2012 Games' caterers. With sustainable food production so high on the agenda, more and more farmers are realising the benefits of LEAF membership as a way of

demonstrating to their customers that they are producing food to high standards of environmental care. It also allows them to show their commitment to improving the long term environmental health of their businesses – including biodiversity, energy and water use, which is all increasingly of commercial importance too. Sourcing food that is produced to these standards is also becoming more and more important for retailers, food service companies and food manufacturers, which is why we believe we are seeing strong interest for membership from across the food chain. LEAF has a huge amount to offer the whole food industry and with membership from only £70, it genuinely represents a real and affordable solution for farmers from all sectors.”

To find out further information about LEAF Marque producers and suppliers please visit <http://www.leafuk.org/leaf/foodchain/supplychaindirectory.aspx.eb> or contact, the LEAF office on 02476 413911

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For further information, 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

Editors' Notes:

- The new Government Buying Standards are available from the Defra website [here](#).
- LEAF Marque is an assurance scheme based on LEAF farming principles. It is independently inspected and certified by third party certification bodies. Farms certified as LEAF Marque can use the LEAF Marque logo on all the produce they sell, direct to the consumer or to retail outlets.
- LEAF Marque growers produce a wide range of products including fruit, salads, vegetables, cooking oils and flowers. They care for the environment in a number of ways including carefully managing hedgerows to provide habitats for food and

wildlife, using pesticides and fertilisers only when absolutely necessary, recycling waste and conserving energy and water.

- In addition to running the LEAF Marque scheme, LEAF is a farming charity that helps farmers to farm with environmental care and build public understanding and trust of food and farming. This is done through Open Farm Sunday and visits to their national network of Demonstration Farms.