



**FLORPR163**

**February 2012**

### **FLORETTE GOES GREEN WITH LEAF**

The UK's leading salad brand, Florette, will soon be displaying the LEAF Marque logo on over 60 million salad bags, demonstrating to its customers that they have been produced to high standards of environmental care, whilst showcasing the environmental standard to a fresh consumer audience.

From 9<sup>th</sup> April 2012, the LEAF Marque logo - the leading environmental food label - will be placed on the front and back of Florette's biggest selling bagged salads, Crispy and Mixed. This will be followed by a roll out of the LEAF Marque on pack across the whole range by 2013. Neil Sanderson, Florette MD explains:

"Our customers demand only the freshest and finest quality products, which is why we are so passionately committed to sourcing and producing salad that delivers this superior quality and freshness 100% of the time. But it is also vital that everything we do to satisfy this demand is in balance with the environment, which is why we are so pleased to have secured the LEAF Marque logo across our products, providing the guarantee that our business and the growers we use operate in an environmentally responsible way. The Florette brand is part of the Agrial group, an agricultural cooperative formed to maintain and develop the relationship between people and the land, so it is no surprise that we should take such care when minimising the impact of our processes on the natural environment and the health of our fields and farms.

"The LEAF Marque provides a food label that consumers can trust and thanks to our brand's loyal franchise of customers and extensive retail listings, we are uniquely placed to showcase this far and wide, driving trust in the category along with engagement in sustainable agriculture."

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All of Florette's growers in the UK, France, Spain and Italy, are now growing to LEAF Marque standards and implementing LEAF's Integrated Farm Management (IFM). IFM is a whole farm, practical approach, helping farmers to maintain the highest standards of food production with minimum environmental impact.

Jeremy Boxall, LEAF's Commercial Manager said: "We are delighted to be working with Florette and its growers to produce salad that consumers can be confident is produced to high environmental standards. Sustainability is becoming increasingly important to consumers and the LEAF Marque is an excellent way for the food industry to demonstrate its credentials in this area. Investment in the LEAF Marque is a real commitment to the whole food chain, providing farmers and brands with a genuine commercial advantage in the demanding premium and assured food markets.

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

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## **Notes to Editors**

### **Florette**

For information on Florette; to set up grower visits, factory tours or interviews regarding its LEAF commitment, contact the press office at McCann PR:

- Nicola Sutton/ 0121 713 3785/ [nicola.sutton@mccann.com](mailto:nicola.sutton@mccann.com)
- Zoe Liberty/ 0121 713 3795/ [zoe.liberty@mccann.com](mailto:zoe.liberty@mccann.com)

### **LEAF**

- 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.
- Some 20% of UK horticulture is LEAF Marque certified, representing some 3% of the total farmed area in the UK.
- 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.

**Cont..../**

- For further information on all LEAF's work and activities, visit [www.leafuk.org](http://www.leafuk.org)
- For press information, please contact the LEAF press office on 01189 475 956/  
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