



Press release: 5 March 2012

LEAF Marque Global Standard consultation

LEAF (Linking Environment And Farming) is calling for the wider food and farming industry to have their say in the future development of its LEAF Marque Global Standard.

LEAF, the leading environmental farming charity, is embarking on a two phase consultation of its LEAF Marque Global Standard. LEAF Marque is a global food standard which shows that food has been produced to the highest standards of environmental care. It is a higher level scheme that builds upon the 'foundation' assurance schemes such Red Tractor Farm Assurance and GLOBALGAP.

Speaking on the consultation, Anthony Goggin, LEAF Marque Technical Manager explained:

“We review the LEAF Marque standard every two years to ensure it remains robust, keeps abreast of current policy and technical developments and is fit for purpose. It is critical that we get broad stakeholder involvement in its update. We want to hear from farmers, growers, environmentalists, NGOs, scientists, consumer organisations, wider food industry and the general public. We will be seeking views on a whole range of issues from the overall content of the standard, its scope, clarity and long term applicability. There will be an opportunity for stakeholders to give constructive comments.”

“We want to know whether the standard goes far enough in addressing key areas such as soil conservation, water and energy efficiency and social sustainability; are there any gaps?” continued Mr Goggin. “Should the standard address any issues in more detail? Is it clear and coherent? What type of monitoring should we undertake, in order to address these gaps and assess the sustainability of a farm?”

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“The standard has always driven change. Our aim is to deliver continuous improvement in global sustainable land based production and be clear on where we need to concentrate our efforts over the coming five year period” concluded Mr Goggin.

The first part of the consultation period began on Friday 2nd March 2012 and closes on the 30th April 2012. The second part will begin in June. To take part in the consultation, please contact Anthony Goggin via e-mail anthony.goggin@leafuk.org

Notes to Editors:

- 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.
- The LEAF Marque standard aims to give consumers confidence in the care farmers take to produce food and other products. It confirms that the product has been produced to in an environmentally responsible way.
- Currently 20% of UK horticulture is LEAF Marque certified, 3% of the total farmed area in the UK is LEAF Marque certified and some 15 countries in the EU alone, have LEAF Marque certified farms.
- To find out more about LEAF Marque, visit www.leafmarque.com or call the LEAF office tel: 024 7641 3911 or email: anthony.goggin@leafuk.org

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