



Press Release

Date April 2012

AtlasFram joins LEAF

AtlasFram, one of the UK's largest farmer owned cooperatives has joined LEAF (Linking Environment And Farming). AtlasFram which has an annual turnover of £168 million is now encouraging its 1250 farmers to become members and gain LEAF Marque certification. The LEAF Marque logo is widely recognised as the leading environmental food label, and a key reason why AtlasFram has elected to join LEAF.

AtlasFram's farmer members will have access to the services of Suffolk FWAG to help them with this process, including the completion of the LEAF Audit. Suffolk FWAG, (which joined AtlasFram in January and is also a LEAF advisor), will work with farmers to help them implement LEAF's Integrated Farm Management (IFM) principles, on which LEAF Marque is based.

Jeremy Boxall, LEAF's Commercial Manager said: "AtlasFram is a very significant new member for LEAF. As the UK's most trusted and highly regarded farm inputs purchasing and grain marketing cooperative, we are delighted that they have chosen to join LEAF. This is an especially exciting time for LEAF, as we have just announced that we are working with ADM on a new supply chain initiative that will see more farmers achieving LEAF Marque certification. This partnership offers benefits for farming businesses like AtlasFram, the environment and consumers. It is also testimony to the increasing importance consumers are placing on sustainable food production."

Ashley Gilman, Group Business Manager for AtlasFram explains why they have joined LEAF: "The importance and benefits of strong environmental whole-farm business management has become more evident to us over the last few years. Now consumers are recognizing its necessity too and are encouraging the food and farming industry to demonstrate its environmental credentials more readily. For

AtlasFram therefore, LEAF is the perfect umbrella organization to combine the expertise of Suffolk FWAG, the farm and land management expertise of the shareholders and the strength of ADM, our grain marketing partner. LEAF provides practical guidelines for farmers, supporting them to achieve high standards of food production with minimal environmental impact; LEAF Marque then provides tangible evidence of this for the consumer. Many of the farming businesses within the cooperative are already incorporating high levels of environmental management whilst still achieving a very respectable commercial return. The LEAF Marque will provide AtlasFram Members with a genuine commercial advantage in the demanding premium and assured food markets in the future.”

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To find out more about LEAF Marque producers and suppliers please visit <http://www.leafuk.org/leaf/foodchain/supplychaindirectory.aspx> or contact, the LEAF office on 024 7641 3911.

For further information about LEAF, 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

For information on AtlasFram, contact the press office at Kendalls Communications:

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LEAF Editors' Notes:

- 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.
- For more information please contact the LEAF office on 024 7641 3911 and enquiries@leafuk.org or visit: www.leafuk.org

AtlasFram Editor's Notes:

AtlasFram Group is a highly-successful farmer-owned cooperative with an annual turnover of £168 million. Based at Framlingham in Suffolk, it purchases all types of farm inputs and markets combinable crops on behalf of its 1250 Members, who collectively farm more than 300,000 hectares throughout the UK. The Group attracts professional arable and livestock farmers who recognise the value of belonging to a large, expertly-managed input purchasing and crop marketing business operated entirely on their behalf.

In addition to financial savings on a wide range of inputs, from fuel, fertiliser and ag-chem to workshop equipment, tyres, electricity, building materials, feed, animal health products and mobile 'phones, AtlasFram Members benefit from access to a team of product specialists. Working solely in the best interests of Members, they provide expert advice on a wide range of farming-related issues, advise when to place orders to obtain the best discounts and ensure that products are delivered on time, to the right location. Members receive just one monthly invoice that shows all purchases, which further reduces the time and cost of administration.

Further details are available at www.atlasfram.co.uk