



Terms of Reference for the LEAF Marque Standard

1. Introduction to LEAF Marque

LEAF Marque is an environmental assurance system recognising more sustainably farmed products.

The LEAF Marque system is run by LEAF (Linking Environment And Farming), a leading global organisation delivering more sustainable food and farming. LEAF works with farmers, the food industry, scientists and consumers to inspire and enable sustainable farming practices that are prosperous, enrich the environment and engage local communities. As well as managing the LEAF Marque system, LEAF also drives forward the uptake of more sustainable farming practices through Integrated Farm Management (IFM) with knowledge generation and exchange based around its network of Demonstration Farms and Innovation Centres, the provision of management tools and guidance, and through its various public outreach initiatives including LEAF Open Farm Sunday.

LEAF Marque certification covers the whole farm business and applies to all products from the business.

The principles of IFM underpin the LEAF Marque system. IFM is a whole farm business approach that uses modern technology and traditional methods to deliver sustainable farming. LEAF sustainable farming is an approach that works to deliver a site-specific farming system that supports the integration of and needs of the environment, farm economic viability and society over the long term.¹

The long-term goal of the LEAF Marque system is to increase the implementation of more environmentally sustainable farming practices through IFM.

LEAF recognises and rewards sustainable farming practices through building market opportunities and people's awareness of the LEAF Marque system for those producers who are independently and externally certified as meeting the requirements of the LEAF Marque Standard.

Within the context of Integrated Farm Management, the LEAF Marque system aims to improve:

- Soil management to enhance soil quality and soil health
- The resilience of farming systems
- Management of water use and water quality
- Energy efficiency and energy use
- Waste management
- Management of livestock to enhance the environment
- And enhance the management of native habitats and biodiversity.

These aims work alongside LEAF's beyond certification work which aims to:

- Inspire and enable sustainable farming that is prosperous, enriches the environment and engages local communities.

¹ LEAF, 2012



2. About this Terms of Reference Document

This document provides an overview of the activities for the development of the LEAF Marque Standard.

The standard development will follow the Terms of Reference (ToR) outlined in this document. This ToR document has been developed in compliance with requirements of the ISEAL Standard Setting Code (ISEAL Code of Good Practice for Setting Social and Environmental Standards, version 6.0 – December 2014²) and the LEAF Marque Standard Setting Procedure³.

The revision of the LEAF Marque Standard for v15.0, and any subsequent revisions, will follow the ToR outlined in this document.

This ToR document for the LEAF Marque Standard is made available through the LEAF website.

LEAF Marque welcomes feedback from all stakeholders on this document and/or the LEAF Marque Standard by contacting LEAF Marque (info@leafmarque.com). See also Section 6 of this document.

3. Scope

The LEAF Marque Standard is applicable globally and is used in all inspections regardless of country and enterprise.

The LEAF Marque system covers the whole farm business, including sites and fields managed centrally. LEAF Marque applies to all products from the whole farm business and is not limited to defined crops or enterprises within the business.

The LEAF Marque Standard is additional and complementary to other farm assurance schemes (including Red Tractor Assurance for Farms, GLOBALG.A.P. integrated standards, GLOBALG.A.P. Option 2 and GLOBALG.A.P. benchmarked schemes). The LEAF Marque Standard further builds on the environmental aspects.

4. Need for the LEAF Marque Standard

In 1991 LEAF was established to encourage more sustainable farming practices through the demonstration and development of IFM. By 1999 it was clear that there was significant opportunity to develop a market focused approach. At this time the relationship between retailers and farmers was naive and LEAF, with some UK retailers, developed the initial process for stakeholder mapping that began informally with the development of the LEAF Marque Standard. By June 2003 sufficient producers had been enlisted to label products with the LEAF Marque logo, and the LEAF Marque Standard system was established in the UK.

² <https://www.isealalliance.org/sites/default/files/ISEAL%20Standard%20Setting%20Code%20v6%20Dec%202014.pdf>

³ <http://www.leafuk.org/leaf/farmers/LEAFmarquecertification/Governance.eb>



In 2007, Waitrose, a UK retailer, made a global environmental pledge to support the growth of more sustainable farming systems around the globe. It committed that by 2010 all conventional fresh, prepared and frozen fruit, vegetables and flowers on sale in its supermarkets will be farmed to high environmental standards using sustainable farming methods. This initiative took LEAF Marque outside of the UK and thus the LEAF Marque Standard system became a global scope.

Benefits of the LEAF Marque Standard system can include reduced plant protection product use, saving energy and water, supporting the preservation of threatened species and helping communities manage the land in a sustainable way so it can be farmed successfully by future generations. Many communities in the developing world rely on trade in fruit and vegetable products for their livelihoods. The challenges of delivering more sustainable farming practices are beyond the capability of individual countries requiring international exchange of information, research and ideas and LEAF welcomes those partnerships.

Since 2012, other organisations, including Unilever, Florette, Marks & Spencer and the Jordans Farm Partnership have adopted the LEAF Marque Standard system to help fulfil their desire to deliver more sustainable products.

5. LEAF Marque system

The LEAF Marque Standard is implemented within the LEAF Marque system which includes the Assurance Programme.⁴

The revision of the LEAF Marque Standard may also lead to the review and revision of other scheme documents where there are requirements for achieving certification:

- LEAF Marque System Rules⁵
- LEAF Marque Standard Checklist⁶.

6. Stakeholder Engagement

Stakeholder engagement is a core part of LEAF Marque. LEAF Marque wants to ensure that all stakeholders have the option to be involved in the process of revising and further developing the LEAF Marque Standard, as well as other areas of the LEAF Marque system as detailed in wider LEAF Marque documentation.

For further detail, see LEAF Marque Standard Setting Procedure⁷ and Stakeholder Mapping⁸.

Strategies for involving stakeholders in the LEAF Marque Standard development may include the following:

- Direct contact with producers
- Direct contact with company/industry contacts
- In-person meetings

⁴ <http://www.leafuk.org/leaf/farmers/LEAFmarquecertification/Governance.eb>

⁵ <http://www.leafuk.org/leaf/farmers/LEAFmarquecertification/standard.eb>

⁶ <http://www.leafuk.org/leaf/farmers/LEAFmarquecertification/standard.eb>

⁷ <http://www.leafuk.org/leaf/farmers/LEAFmarquecertification/Governance.eb>

⁸ <http://www.leafuk.org/leaf/farmers/LEAFmarquecertification/Governance.eb>



- LEAF email newsletters
- LEAF website
- LEAF media channels
- Online consultations/questionnaires
- Publicise at relevant events / conferences attended by LEAF
- Workshops

7. Process of LEAF Marque Standard Revision

Revision of the LEAF Marque Standard follows the LEAF Marque Standard Setting Procedure⁹. This Procedure includes detail regarding roles and decision making.

A summary of the Time Plan for revision of the LEAF Marque Standard is made available¹⁰.

8. Risks

LEAF has identified the following risks and associated, existing and potential, mitigation strategies with the delivery of LEAF Marque including changes to the LEAF Marque Standard.

Risk	Existing and Potential Mitigation Strategies
<ul style="list-style-type: none"> • Competition – other standards/systems/schemes. 	<ul style="list-style-type: none"> ○ Clear market differentiation. ○ Credibility and impact of the LEAF Marque system. ○ Promotion of the financial and environmental benefits that come with improved management practices as part of IFM.
<ul style="list-style-type: none"> • Widening gap between those producers with low level of improvement in farming practices as against continuous advancement in the LEAF Marque Standard. Resulting in farmers becoming demotivated or change taking time. 	<ul style="list-style-type: none"> ○ LEAF Marque Standard reviewed for continued relevance and effectiveness. ○ Support, beyond certification, for farmers adopting the LEAF Marque Standard. ○ LEAF provision of activities beyond certification to support implementation of IFM for a wider group of producers. ○ Through continual improvement, working with producers who have a low level of farming practices also provides significant opportunities.
<ul style="list-style-type: none"> • Policy changes – changes in policy and their enforcement mechanisms. 	<ul style="list-style-type: none"> ○ LEAF involves concerned stakeholders in the development of the LEAF Marque Standard. ○ LEAF Marque Standard encourages producers to engage in activities which are appropriate for the environment and may

⁹ <http://www.leafuk.org/leaf/farmers/LEAFmarquecertification/Governance.eb>

¹⁰ <http://www.leafuk.org/leaf/farmers/LEAFmarquecertification/standard.eb>



	<p>be supported by local environmental schemes but allows flexibility for maintaining engagement as changes occur.</p> <ul style="list-style-type: none"> ○ LEAF work with government departments and policy makers.
<ul style="list-style-type: none"> ● Pest (diseases, insects/pests and invasive weeds) outbreak and associated climate change impact. In such instances, producers' priority can move to business recovery with less focus on environmental aspects. 	<ul style="list-style-type: none"> ○ LEAF works with industry, governmental and academic groups to improve understanding and mitigation strategies for pest outbreaks including the use of Integrated Pest Management (IPM).
<ul style="list-style-type: none"> ● Robustness vs accessibility - changes relating to robustness of the LEAF Marque system may result in reduced accessibility to the system and/or increase effort for producers to meet the requirements of the LEAF Marque Standard. 	<ul style="list-style-type: none"> ○ Continued stakeholder engagement through review, revision and development of components of the LEAF Marque system.
<ul style="list-style-type: none"> ● Knowledge of requirements – extensive changes to the LEAF Marque system including requirements and may result in knowledge gaps and confusion. 	<ul style="list-style-type: none"> ○ Publicise and provide information around changes and transition periods. ○ Publicise and provide training opportunities as appropriate. ○ Publish new LEAF Marque Standard versions a minimum of 3 months prior to becoming effective (as appropriate) to allow producers to familiarise themselves with, and implement, changes. ○ Provide opportunities beyond certification for farmers and growers.

Table 1: LEAF Marque Standard Risks and Existing & Potential Mitigation Strategies

9. Version History

Version 1 – October 2014

Version 2 – June 2016

Version 3 – July 2017