

LEAF Marque:

Making a difference to sustainable farming



The effect and impact of LEAF Marque in the delivery of more sustainable farming

This study was carried out by the Countryside and Community Research Institute (CCRI). It set out to look at the impact and added value to farmers of LEAF Marque certification. The study evaluated economic, environmental and social outcomes of the LEAF Marque assurance system for farmers. A broad range of farm types took part including arable, horticultural, livestock and mixed farms. These included family farms, estates, partnerships and limited companies. The researchers took a qualitative approach, relying on three bodies of data derived from a questionnaire, narrative analysis and case studies focusing on specific enterprises. 37 farmers were interviewed for study, including 12 who were featured in case studies.



Key findings



Improved incomes

36% reported extra income as a result of being LEAF Marque certified.



Improved soil management

64% reported LEAF Marque certification had helped improve soil condition.



Improved market opportunities

97% reported LEAF Marque certification had helped secure access to new market opportunities.



Improved biodiversity

66% of farmers reported increased biodiversity and **53%** reported improved landscape value.



Access to premiums

23% reported receiving a premium for their LEAF Marque certified product.



Improved crop health and protection

Participants reported between **8%-20%** decrease in the use of plant protection products.



Improved energy efficiency

54% said that LEAF Marque certification had helped improve the energy efficiency of their businesses.



Improved community engagement

71% reported improved relationships with the public from being LEAF Marque certified.



Improved water management

LEAF Marque certification leads to more strategic thinking about water use and its wider impacts.



Improved management practices

69% said that the process of LEAF Marque certification had helped them with paperwork around regulations or other accreditation schemes.

About the report



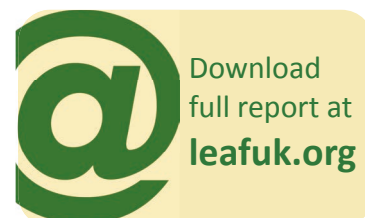
“LEAF Marque represents a powerful catalyst for change.”



Report
May
2017



Study
participants
in **UK, Spain**
and **Senegal**



Download
full report at
leafuk.org

Research methods:

Questionnaire



Narrative analysis



Case studies



www.leafuk.org

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Learnings



Increasing demand for LEAF Marque certified products - Whilst public awareness of LEAF Marque and what it stands for is growing rapidly, participants felt that more consumer facing work was needed in order to drive demand.



Securing more opportunities for contracts - LEAF Marque certification was identified as an effective channel through which farmers could secure contracts. There is much scope to expand these opportunities across all sectors.



Multiplicity of audits and assurance schemes – there was widespread concern amongst participants around the duplication of requirements resulting from the multiplicity of audits and assurance schemes. Respondents were unanimous in their view that this was an issue which needed to be recognised and addressed by the whole farming industry.

LEAF's response

"We are delighted to see that all the participants found value in LEAF Marque which reached beyond their initial motivations for joining the system and helped them to develop their enterprises. While it should be noted that in many cases the benefits arising from LEAF Marque certification will be individualised, there are also many benefits that were shared by all participants in the study across areas such as soil, biodiversity, water and crop health."

A word from our LEAF Marque certified farmers



"In terms of environmental sustainability, the work we do with the community, the LEAF Marque cemented all of this together."

Jake Freestone, Overbury Farms



"A nice thing about LEAF Marque compared with others is that it is a commercial audit and very, very environmentally focused."

Anthony Snell, A J and C I Snell



"LEAF Marque has given us a framework to manage the complete sustainability agenda across a very complicated international supply base."

Harry Wilder, Barfoots



"It is important for us that we do what we say we are doing. The LEAF Marque provides that opportunity."

Alec Mercer, Packington Free Range



"LEAF Marque has strengthened our focus on Integrated Pest Management."

Damien Lascelles, Royalcress



"Doing LEAF Marque nudges us in the green direction we want to go."

Charles Matts, Brixworth Farming

About LEAF

LEAF is the leading organisation delivering more sustainable food and farming. We work with farmers, the food industry, scientists and consumers, to inspire and enable sustainable farming that is prosperous, enriches the environment and engages local communities. We do this through developing and promoting **Integrated Farm Management**.

Download the full report at
www.leafuk.org

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