Welcome and Introduction

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LEAF’s vision...
A world that is farming, eating and living sustainably.

Our mission...
inspiring and enabling sustainable farming that is prosperous, enriches the environment and engages local communities.
Sustainable farming, delivers a site-specific farming system supporting the integration of the environment, society and farm economic viability over the long term.

LEAF 2012
LEAF’s core activities

Facilitating sustainable farming knowledge generation and exchange

Developing market opportunities

Engaging the public in sustainable food and farming

www.leafmarque.com | Twitter: @LEAF_Farming #LEAFMarque | www.farmsunday.org
LEAF’s Strategic Ambition

To establish LEAF as the go-to organisation for the delivery of more sustainable food & farming, through:

- **Tripling** LEAF’s capability & capacity over the next 5 years to deliver its work & outreach;
- **Increasing** the adoption of more sustainable farming practices through Integrated Farm Management;
- **Improving** industry recognition and demand for sustainably sourced products;
- **Leading** a collaborative approach within the industry for better public engagement among consumers;
- **Positively influencing** consumer attitudes towards, and knowledge of food, farming and the environment.