



LEAF Marque Summit 2017



#LEAFMarque

Welcome and Introduction

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LINKING ENVIRONMENT AND FARMING

What we do



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.



IFM delivering sustainable farming



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

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.