

MEDIA RELEASE

Thursday 25th April 2019

LEAF EVENT SCOPES OUT CHALLENGES AND OPPORTUNITIES TO ACHIEVING MORE SUSTAINABLE FARMING

Leading sustainable farming organisation LEAF (Linking Environment And Farming) is inviting farmers and industry experts to attend its upcoming flagship Integrated Farm Management (IFM) Field Event to explore the challenges, opportunities and threats to achieving more sustainable farming. Taking place on Thursday 16th May and hosted by LEAF Demonstration Farm, Cambs Farms Growers Ltd in Cambridgeshire, the event entitled '*The economics of more sustainable farming – the costs, the gains and the glory*' will bring together farmers, innovators and industry experts to explore the significant challenges facing the uptake of more sustainable agriculture. Among the themes being discussed are:

- **Short term gains vs long term change:** building benefits in the short term through better monitoring, measuring and management vs taking the long view and considering what are the priorities on the horizon that farmers need to be ready for?
- **AgTech:** Does the AgTech revolution and cross sector collaborations offer a win-win for farmers? Are claims being overstated or is technology a game changer for more sustainable and productive farming?
- **Climate smart agriculture:** What are the emerging climate resilient strategies and what they really mean for the farmer on the ground?
- **Policy to implementation:** A look at UK government policy and how Integrated Farm Management is feeding into key national and global sustainability objectives

Speaking about the event, Caroline Drummond, LEAF Chief Executive said: "Farm businesses are facing dramatic shake-ups in future support mechanisms, as well as changing public expectations about how land should be used and managed. The unpredictable and incentive driven climate, will require smart business strategies that offer greater resilience, consistency and cost benefits. We must work together to ensure we optimise the capabilities of our food supply chain now and in the future."

Alice Midmer, Demonstration and Innovation Manager at LEAF, added: "Attendees at this year's IFM Field Event can expect to hear from the best in the business about how they are streamlining their

operations, using technology as part of their sustainable approach and investing in the long-term resilience of their farms. We will be drawing on the research and demonstration activities of the LEAF Network of Demonstration Farms and Innovation Centres throughout the day and seeing practices in action on farm at Cambs Farms Growers.

The LEAF IFM Field Event takes place on **16th May 2019 from 9.30am to 3pm at Hainey Farm, Barway, Ely, Cambridgeshire, CB7 5TZ**. To book your place, visit

<https://www.trybooking.com/uk/book/event?eid=6448&>

-ENDS-

For interview opportunities, photography or further information please contact:

Cat Cambridge / David Gough
LEAF Press Office - Ceres
T: 01189 475 956
E: leaf@ceres-pr.co.uk

Editors' Notes:

- **LEAF (Linking Environment And Farming)** is a leading organisation delivering more sustainable food and farming. LEAF works with farmers, the food industry, scientists and consumers to inspire and enable sustainable farming that is prosperous, enriches the environment and engages local communities.
- LEAF promotes **Integrated Farm Management (IFM)**, a whole farm business approach that uses the best of modern technology and traditional methods to deliver more sustainable farming. IFM is made up of nine sections, which together address the entire farm business. These include soil and water management, pollution control, crop health and protection, animal welfare, community engagement, energy efficiency and landscape and nature conservation.
- **The LEAF Marque** is a leading global environmental assurance system recognising more sustainably farmed products. It is underpinned by the sustainable farming principles of IFM. **LEAF Marque** certified businesses are independently verified against the LEAF Marque Standard.
- The LEAF Network includes **LEAF Demonstration Farms** – commercial farms in England and Scotland, which show the beneficial practices of IFM to a broad range of audiences, through organised visits. They communicate an understanding of IFM to encourage uptake by farmers, support from the industry and political awareness of sustainable food and farming. The LEAF Network also includes **LEAF Innovation Centres** – research organisations from across the UK whose work supports the research, evidence, development and promotion of IFM.
- **LEAF Education** builds on the work of FACE (Farming and Countryside Education) following its merger with LEAF in July 2017. It works to inspire future generations about farming, food and the countryside. It manages a number of industry and educational initiatives, including FaceTime a Farmer, Access to Farms, CEVAS (Countryside Educational Visits Accreditation Scheme), Countryside Classroom, Chef on the Farm and LEAF Open Farm School Days.

- **LEAF Education** provides teachers with curriculum focused training, tools and resources to help them deliver high-quality learning experiences about farming. It also helps farmers navigate the world of education and supports them in delivering inspiring and engaging on-farm and in-classroom activities.
- **LEAF** manages **Open Farm Sunday**, the farming industry's annual open day when farmers open their gates and welcome people onto their farms to discover the world of farming. Alongside LEAF Open Farm Sunday, farms across Britain also host **LEAF Open Farm School Days** which run throughout June. They provide thousands of schoolchildren with the opportunity to visit a farm to learn more about where their food comes from and how it is produced.

LEAF, Stoneleigh Park, Warwickshire. CV8 2LG t: 02476 413911 e: enquiries@leafuk.org
www.leafuk.org LEAF is a registered charity (No. 1045781) and a company limited by guarantee registered in England (No. 3035047).