



LEAF Marque Monitoring and Evaluation Summary

The long-term goal of the LEAF Marque system is to increase the implementation of more environmentally sustainable farming practices through Integrated Farm Management (IFM). As a whole farm business approach, all products from LEAF Marque certified businesses are LEAF Marque certified.

LEAF recognises and rewards sustainable farming practices through building market and consumer awareness of the LEAF Marque system for those farmers that are independently, externally certified as meeting the LEAF Marque Standard. When any buyers, large or small, choose to purchase LEAF Marque certified produce, producers are recognised for their sustainable practices through that market differentiator.



LEAF's Integrated Farm Management

The LEAF Monitoring and Evaluation (M&E) mission is to increase the understanding of the environmental, social, political, organisations and other impacts of LEAF's activities. The continuous M&E programme augments the scientific basis, benefits, value and the impartiality, transparency and inclusiveness of LEAF's activities. The LEAF Marque M&E approach is a core part of the wider LEAF M&E system and its scope and boundaries focuses on the environmental impacts of LEAF Marque.

LEAF Marque Long-term Goal:
Increasing the implementation of more environmentally sustainable farming practices through Integrated Farm Management (IFM).

Intended Impacts

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 cropping 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 aim to:

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



Unintended Effects

LEAF and LEAF Marque recognises its unintended effects will include all aspects of sustainability (economic, environmental and social) on its members through the promotion of IFM. The most significant of these include:

- ✘ Increased resources for farm business (for compliance, new technologies, additional inputs etc) may not outweigh the (perceived) benefits of LEAF Marque and therefore may prevent farmers from engaging in the assurance system
- ✘ Increased focus on documentation leads to a reduced emphasis on implementing best farming practices (from time and resource perspective) and audit fatigue
- ✘ Greater expectations about premiums and market opportunities leads to disappointed and demotivated farmers
- ✓ Greater external recognition of the farm business
- ✓ Increased peer-to-peer learning, networking and exchange of information and experience
- ✓ Improved relations in farming communities and positive community engagement raises the opinion of the farming industry and local liveability
- ✓ Greater pride and job satisfaction for staff through the adoption and recognition of environmentally responsible farming practices
- ✓ Reduced farming area available for growing food/products due to increased emphasis on conservation and habitats means less use of resources and more focus

Indicators

LEAF Marque uses a range of indicators including performance monitoring indicators, impact indicators and indicators for unintended effects. For a list of these indicators, please see Appendix 1.

Reporting

Annually, LEAF and LEAF Marque publish a Global Impacts Report, as well as producing an internal Data Book. LEAF Marque conducts, commissions, and otherwise undergoes a range of outcome and impact evaluations.

The most recent such reports are:

- Context (2018) Farms, Fisheries and Forests: Does certification make a difference? Analysis of 15 sustainable production standards. The Context Group: London UK. [Here](#).
- LEAF's Global Impacts Report 2018: Delivering More Sustainable Food and Farming. [Here](#).
- LEAF Data Book 2017 (internal; please contact LEAF).
- The effect and impact of LEAF Marque in the delivery of more sustainable farming: a study to understand the added value to farmers. Reed M., Lewis, N., and Dwyer, J., The CCRI (The Countryside and Community Research Institute), Gloucester, UK. [Here](#).

For a summary of these reports, please see Appendix 2.

Stakeholder Engagement

LEAF/LEAF Marque are committed to an ongoing development of its management systems and works closely with a range of stakeholders and partners in this development including but not limited to its members, certification bodies and operators of similar assurance systems. LEAF/LEAF Marque actively engages with its policy and advisory groups and with all interested parties as it considers collaboration a key ingredient to its success and is committed to continuous improvement.



LEAF/LEAF Marque is keen to hear from other like-minded organisations on how it can improve its Monitoring and Evaluation system. Please [contact](#) LEAF/LEAF Marque for any comments, questions or complaints about the M&E System.

Where there are specific consultations on the M&E system, correspondence is generated to highlight these opportunities to stakeholders. LEAF/LEAF Marque had regular meetings and engagement with its stakeholders presenting frequent opportunities for formal and informal consultation and feedback on its M&E system, plans and indicators. These include, but are not restricted to, surveys, workshops, committees and working groups.

LEAF have conducted, and regularly review, Stakeholder Mapping to ensure there is a broad and balanced approach that seeks to be representative and inclusive. For more detail, please contact LEAF.

In October 2017, an in-person LEAF Marque Workshop entitled 'Fit for the Future' was held. The meeting was attended by over 45 stakeholders representing producers, brands, retailers, certification bodies, farm advisors, supply chain advisors, NGOs, researchers, government and policymakers. The event was viewed positively throughout the day with a wide range of valuable discussions to support the continual improvement of LEAF Marque as an environmental assurance system recognising more sustainably farmed products. This included areas of the M&E system such as each area of LEAF Marque's intended impacts as well as unintended effects.

Contact

The process of monitoring and evaluation is embedded culturally as all LEAF staff are managed and developed based on results and continuous improvements.

In the first instance, any comments, questions or complaints about the M&E system should be directed to the Chief Operating Officer: Steve Jones (Stephen.Jones@leafuk.org).

Further information on the specific M&E roles and responsibilities are available on request and include the following members of staff:

- Chief Executive
- Senior Technical Officer
- Certification & Assurance Manager
- IFM Manager
- Senior Technical Assistant
- LEAF Marque Technical Assistant
- Technical Assistant (Projects)



Appendix 1

List of Indicators

Performance Monitoring	Indicators
<ul style="list-style-type: none"> Performance Monitoring 	<ul style="list-style-type: none"> Number of certified businesses Area of crop on certified businesses Countries with certified businesses Types of crop Proportion of UK crop that is LEAF Marque certified

Intended Impacts Within the context of Integrated Farm Management (IFM), the LEAF Marque system aims to improve:	Indicator	Year(s) Indicator Used
Soil management to enhance soil quality and soil health	Percentage of LEAF Marque certified businesses that recently recorded Soil Organic Matter %	2018 2017
	Hectares of crop on LEAF Marque certified businesses with a Soil Management Plan	2016
The resilience of cropping systems	Hectares of crop on LEAF Marque certified businesses with a Crop Health and Protection Policy	2018 2017 2016
	Percentage of LEAF Marque certified businesses that carried out all 8 aspects of best practice in Integrated Farm Management	2018
	Number of LEAF Marque certified businesses where nitrogen efficiency per tonne product is measured	2017 2016
Management of water use and water quality	Number of LEAF Marque certified businesses where water efficiency of irrigated crops is measured	2018 2017 2016
Energy efficiency and energy use	Number of LEAF Marque certified businesses where energy consumption is monitored	2018 2017
	Percentage of LEAF Marque certified businesses that have one or more types of renewable energy generation on-farm	2018 2017
	Percentage of LEAF Marque certified businesses that used a Carbon Footprint Tool	2018 2017
	Hectares of crop on LEAF Marque certified businesses where energy consumption is monitored	2016
Waste Management	Percentage of LEAF Marque certified businesses that used a Carbon Footprint Tool	2018 2017
	Percentage of LEAF Marque certified businesses that were carrying out waste management best practice	2018 2017
	Hectares of crop on LEAF Marque certified businesses with a Pollution Risk Assessment	2016
	Management of livestock to enhance the environment	Percentage of LEAF Marque certified businesses with livestock that observe indicators of animal welfare and performance on a production cycle basis
	Number of head of livestock on LEAF Marque certified businesses with a Livestock Health Plan	2018 2017 2016
	And enhance the management of native habitats and biodiversity	Percentage average habitat area within the farm area for LEAF Marque certified businesses
The range of habitats on LEAF Marque certified businesses including: <ul style="list-style-type: none"> Hedges Habitat Banks Other non-hedge boundaries 		2018 2017



	<ul style="list-style-type: none"> • In-field trees • Ponds • Reservoirs that benefit biodiversity • Other point features (e.g. hedgehog and bird boxes) 	
	Hectares of crop on LEAF Marque certified businesses where steps are taken to minimise damage to beneficial species and non-target organisms	2018 2017 2016
	Number of LEAF Marque certified businesses with a Farm Environmental Policy	2017 2016
	Number of LEAF Marque certified businesses with a minimum of 5% of land for habitat management	2016

These aims work alongside LEAF's beyond certification work which aim to:	Indicator	Year(s) Indicator Used
Inspire and enable sustainable farming that is prosperous, enriches the environment and engages local communities	The percentage of staff on LEAF Marque businesses that have an appropriate awareness of IFM	2018 2017
	Number of visitors to LEAF Marque certified businesses: Total number of visitors and events, on- and off-farm, where LEAF Marque certified businesses communicated sustainable food and farming to a range of audiences	2018 2017
	Number of LEAF Marque certified businesses providing regular training on IFM	2016
	Number of businesses which host farm visits	2016
	Number of businesses which promote good news stories about farming locally	2016

Unintended Effects	Unintended effects of LEAF Marque system are monitored using the following:
<ul style="list-style-type: none"> • Unintended Effects 	<ul style="list-style-type: none"> ○ Inspection costs ○ Consideration of cost of compliance with new / upgraded control points during each Standard revision ○ Percentage average habitat area within the farm area for LEAF Marque certified businesses (new 2017) ○ Number of LEAF Marque certificates, Producer Groups ○ Producer and Certification Body comments and feedback ○ Outcomes from independent evaluations ○ LEAF Marque post-inspection questionnaire ○ LEAF Sustainable Farming Review post-completion questionnaire



Appendix 2

List of Research Papers on LEAF, Integrated Farm Management, LEAF Marque.

Title	Date of Publication	Lead Author(s)	Lead Publishing Organisation	Type	Status
<i>Defra Organic Practices in Conventional Farming</i>	2019	<i>L. Smith et al.</i>	Organic Research Centre	Research Report	Conducted Ongoing
Integrated farm management for sustainable agriculture: Lessons for knowledge exchange and policy	2018	D. Rose <i>et al.</i>	University of East Anglia	Research Paper	Undergone Completed
What agricultural practices are most likely to deliver 'sustainable intensification' in the UK?	2018	L. Dicks <i>et al.</i>	University of East Anglia	Research Paper	Undergone Completed
Farms, fisheries and forests: Does certification make a difference? Analysis of 15 sustainable production standards.	2018	F. Ward <i>et al.</i>	The Context Group	Research Report	Undergone Completed
LEAF Data Book 2017 (Internal).	2018	J. Clark K. Green	LEAF	Internal	Conducted Completed
LEAF's Global Impacts Report 2018: Delivering More Sustainable Food and Farming.	2018	LEAF	LEAF	Report	Conducted Completed
The effectiveness of standards in driving adoption of sustainability practices: A State of Knowledge Review	2018	G. Petrokofsky S. Jennings	3Keel for ISEAL	Research Report	Commissioned Completed
Sustainable Intensification Platform: Integrated Farm Management for Improved Economic, Environmental and Social Performance; Observe and assess the performance of commercial farms to identify factors that contribute to high economic, environmental and social performance.	2018	L. Firbank <i>et al.</i>	University of Leeds ADAS	Research Report	Commissioned Completed
Impressions on the James Hutton Institute as a LEAF Innovation Centre	2017	T. Bodman	James Hutton Institute	Research Paper	Undergone Completed
Fostering collaboration to deliver Sustainable Intensification	2017	C. Drummond A. Midmer	LEAF	Research Paper	Conducted Completed
The effect and impact of LEAF Marque in the delivery of more sustainable farming: a study to understand the added value to farmers.	2017	M. Reed., N. Lewis, and J. Dwyer	CCRI (The Countryside and Community Research Institute)	Impact Evaluation	Commissioned Completed
Biodiversity in Standards and Labels for the Food Sector	2017	S. Hormann	Global Nature Fund and the Lake Constance Foundation	Research Report	Undergone Completed
LEAF Data Book 2016 (Internal).	2017	K. Green J. Clark	LEAF	Internal	Conducted Completed
LEAF's Global Impacts Report 2017: Delivering More Sustainable Food and Farming.	2017	LEAF	LEAF	Report	Conducted Completed



Sustainable Intensification Platform: Opportunities and Risks for Farming and the Environment at Landscape Scales; Landscape Typology - A Framework for Prioritisation of Sustainable Intensification Strategies	2016	S. Anthony <i>et al.</i>	ADAS	Research Report	Conducted Completed
LEAF Global Impacts Report 2016: LEAF – delivering more sustainable food and farming.	2016	LEAF	LEAF	Report	Conducted Completed
LEAF Data Book 2015 (Internal).	2016	K. Mitchell	LEAF	Internal	Conducted Completed
Sustainable Intensification Platform: Integrated Farm Management for Improved Economic, Environmental and Social Performance; Identifying the characteristics of effective decision support and guidance systems in the context of Integrated Farm Management	2015	D. Rose <i>et al.</i>	University of Cambridge	Research Report	Undergone Completed
LEAF Global Impacts Report 2015: LEAF – inspiring and enabling sustainable farming.	2015	LEAF	LEAF	Report	Conducted Completed
Sustainable Intensification Platform: Markets, drivers and interactions across the food-chain; The influence of external drivers and actors on the sustainability and productivity of farming	2014	J. Elliott	ADAS	Research Paper	Undergone Completed
Sustainable Intensification Platform: Integrated Farm Management for Improved Economic, Environmental and Social Performance; Scoping Study	2014	S. Knight <i>et al.</i>	NIAB	Research Report	Conducted Completed
LEAF Global Impacts Report 2014: LEAF – inspiring and enabling sustainable farming.	2014	LEAF	LEAF	Report	Conducted Completed
Evaluating Best Practices examples of Integrated Pest Management solutions on farms.	2013	C. Drummond	LEAF	Research Paper	Conducted Completed
Delivering Sustainable Farming through On-Farm Implementation of Integrated Farm Management	2013	K. Mitchell; C. Drummond	LEAF	Research Paper	Conducted Completed
A review of our impact, achievements and challenges 2013: LEAF – Driving Sustainability.	2013	LEAF	LEAF	Report	Conducted Completed
The effectiveness of Integrated Farm Management, organic farming and agri-environment schemes for conserving biodiversity in temperate Europe – A systemic map. Environmental Evidence Journal.	2012	Nicola P Randall; Katy L James	Harper Adams University	Research Paper	Undergone Completed
Integrated Farm Management: reducing impact of agriculture and maintaining output – the example of LEAF in the UK. World Agricultural Journal 2011 Vol2 No 1.	2011	C. Drummond	LEAF	Research Paper	Conducted Completed
CCRI Case Studies derived from the above CCRI findings: David Felce; David and Jo Clarke; Elveden Farms; Jon Hammond; Nick Rowsell; Tim Lewis.	2011	LEAF Comms Team	LEAF	Case Studies	Commissioned Completed
The Benefits of LEAF Membership: a qualitative study to understand the added value that LEAF brings to its farmer members.	2010	J. Dwyer	CCRI (The Countryside and Community Research Institute)	Impact Evaluation	Commissioned Completed



The contribution of UK farm assurance schemes towards desirable environmental policy outcomes.	2010	K.A. Lewis	University of Hertfordshire	Research Paper	Undergone Completed
The contribution of UK farm assurance schemes to environmental policy. Comparison study on Version 9.0 of the LEAF Marque Standard.	2010	K.A. Lewis	University of Hertfordshire	Research Paper	Undergone Completed