



## Media release

1<sup>st</sup> October 2019

### Latest LEAF Marque Standard Unveiled

**After an extensive public consultation, LEAF Marque, one of the world's leading environmental assurance systems for sustainable farming announces the publication of the latest version of its Standard.**

The new version of the LEAF Marque Standard includes exciting developments in four key areas – animal husbandry, soil health, biodiversity and community engagement. Its global relevance has been strengthened to reflect different production systems and steps taken to ensure consistency in language and a greater emphasis on continual improvement and efficiency throughout.

The 2-year public consultation process involved a broad sweep of interested parties, from LEAF members, farmers, scientists to environmental organisations, governments, commercial partners and members of the public. Their views have helped shaped and determine the future direction of the LEAF Marque Standard which will be published on the 1<sup>st</sup> October 2019 and take effect from the 1<sup>st</sup> January 2020.

Commenting on the publication of the revised Standard, LEAF Marque Chairman, Tom Green said:

“LEAF welcomes constructive stakeholder engagement and dialogue and I wish to thank the many individuals and organisations who engaged in the LEAF Marque Standard consultation process. Third-party scrutiny and stakeholder engagement are central to our values and our commitment to respond to the constantly evolving field of sustainable farming. By honouring this commitment, we can maintain our world-leading standards.”

“The LEAF Marque Standard is continually evolving. We are proud of the revisions we have made. The farming industry is facing huge changes. Much attention is focussed on the nature of our trading relationships with other countries – both within and outside the EU. Whilst we do not have clear answers yet, what is clear is that LEAF Marque certified farmers will be on the front foot.”

Since its launch in 2003, LEAF Marque has provided a credible, independent, third party mechanism recognising and rewarding good sustainable farming practice in the marketplace.

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Today, it is one of the leading environmental assurance systems working with 973 growers in 27 countries, representing 375, 679 hectares of crop around the globe. In the UK, 39% of UK fruit and vegetables are grown by LEAF Marque certified businesses.

Jenny Clark, Assurance Manager at LEAF added:

“LEAF is a listening organisation and works hard to understand and meet evolving expectations of sustainability, while maintaining a program that is also practical, accessible and science-based. Reviewing the LEAF Marque Standard is a huge opportunity to engage with people from across the food supply chain. The changes we have made raise the bar on a number of important issues around sustainable soil management and livestock production as well as meeting the needs of our growers across the globe.”

*The LEAF Marque Standard v1.50 will be published on the 1<sup>st</sup> October 2019 and come into effect on the 1<sup>st</sup> January 2020. For more information visit [www.leafuk.org/farming/leaf-marque/leaf-marque-standard](http://www.leafuk.org/farming/leaf-marque/leaf-marque-standard)*

*To find out more about LEAF's Global Impacts visit [www.s3-eu-west-1.amazonaws.com/leaf-website/annual-reports/LEAF-Global-Impacts-Report-2019-FINAL-Low-Res.pdf](http://www.s3-eu-west-1.amazonaws.com/leaf-website/annual-reports/LEAF-Global-Impacts-Report-2019-FINAL-Low-Res.pdf)*

**ENDS**

**Notes to Editors:**

- **LEAF** 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.

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