



LIDL LAUNCHES RANGE OF LEAF MARQUE CERTIFIED CHRISTMAS TREES

Real Christmas trees carrying the LEAF Marque certification are available in Lidl stores for the first time this year. Launching into stores nationwide from 29th November, the beautiful Non-Drop Nordman Fir Christmas Trees have been grown sustainably with due care and consideration for the surrounding environment. Each one has been carefully reared from seed to store, and customers can even [track their tree online](#) to find out exactly where their tree was grown.

Cultivated amidst 2,000 acres of gorgeous natural flora and fauna in the Scottish Highlands, the LEAF Marque non-drop Nordman Firs have strong but soft needles, making them perfect for the whole family to decorate. Customers can choose from both the Fresh Cut (£19) and Pot-Grown (£16) trees online and in selected stores.

Caroline Drummond, LEAF Chief Executive said: "LEAF is proud to have collaborated with Lidl on this range of sustainably produced Christmas trees, as it will help Lidl customers reduce their environmental impact this holiday season. We are keen to remind people as well that the LEAF Marque is not just about fruit and vegetables but that cereal, livestock, and now even Christmas trees are produced to the same environmental standard."

The Non-Drop Nordman Fir Christmas Trees have already captured the imagination of the media with coverage on a number of websites including Metro.co.uk, Mirror.co.uk, GoodHousekeeping online and Ideal Home online.

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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 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.

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www.leafuk.org LEAF is a registered charity (No. 1045781) and a company limited by guarantee registered in England (No. 3035047).