LEAF Marque: the environmental assurance system recognising more sustainably farmed products

CHOOSE LEAF MARQUE FOR FARMING AND THE ENVIRONMENT

LEAF Marque is a leading global assurance system recognising more sustainably farmed products. It stands for more environmental sustainability and is held by farm businesses which meet our rigorous standards of sustainable farming practice. LEAF Marque certified businesses have been independently verified against the robust LEAF Marque Standard.

LEAF Marque delivers

LEAF Marque is underpinned by the sustainable farming principles of Integrated Farm Management (IFM) and:
- Recognises more environmentally sustainable production
- Demonstrates continuous improvement and measures performance
- Assures consumers that their food has been produced to high standards of environmental care.
Our ambition
LEAF Marque works to build resilient businesses, develop climate resilience, improve nature and biodiversity, drive supply chain innovation, and engage consumers in positive change.

Why choose LEAF Marque
Consumer awareness and demand for more sustainably produced food is at an all-time high. LEAF Marque gives you an opportunity to promote your commitment to environmental sustainability.

This is achieved through

Growing Impact
LEAF Marque certification supports:
- Valuable market opportunities
- Strategic business planning
- Enhanced on-farm biodiversity
- Effective public engagement

Demonstrating
LEAF Marque certification demonstrates commitment to:
- Environmentally sustainable procurement
- Continual improvement of supply base
- Sustainable farming becoming the benchmark for global farming

Raising Awareness
LEAF Marque certification:
- Assures consumers that food has been environmentally sustainably produced
- Empowers consumers to make positive changes through their purchasing decisions
Case study - Government of Jersey

Driving forward continual improvement and innovation, promotion of environmental best practice and identifying new market opportunities, is at the heart of the Government of Jersey’s new Rural Economy Strategy (RES). As part of the strategy, farmers will receive payments for the environmental and social benefits (or ‘public goods’) they deliver through an integrated approach to farming. LEAF Marque is part of the delivery mechanism through which the Government of Jersey is driving forward its sustainability objectives. In order to receive support payments, all the islands farmers are required to be LEAF Marque certified by 2019.

Harry Wilder, Barfoots

“LEAF Marque has given us a framework to manage the complete sustainability agenda... it just captures everything that a farm needs to do.”

Rob Collins, Managing Director, Waitrose

“Through the simple requirement that all our conventional UK fresh fruit and vegetables are grown to the LEAF Marque Standard, we have driven forward sustainability in UK supermarket sourcing.”

Professor Janet Dwyer, Countryside and Community Research Institute (CCRI)

“Research shows that LEAF Marque certification is a powerful catalyst for change.”
We are committed to

**Delivering** more environmentally sustainable farming

**Working** with forward-thinking producers who are committed to sustainable land management

**Providing** a robust, transparent and credible assurance system as recognised by Full Membership of the ISEAL Alliance

**Supporting** farmers with training and technical guidance

**Working** with UK and global companies to strengthen their responsible sourcing policies

**Raising** public awareness and increasing demand for more sustainably produced products.

Help us achieve our ambition

**Encourage** farms to become LEAF Marque certified

**Source** products with the LEAF Marque logo

**Talk** about the LEAF Marque and what it delivers

**Join** LEAF

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A charity registered in England and Wales, number 1045781