

MEDIA RELEASE

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LEAF announces new Director, Business Development

LEAF (Linking Environment And Farming), has announced the appointment of Clare Mike as its new Director, Business Development.

Clare's role will be to plan and lead a business collaboration strategy to work with LEAF's members and corporate companies to place sustainable food and farming high on their agenda.

Clare has worked in the food industry for almost 20 years, predominantly in fresh produce and manufacturing. She started off her career at Minor, Weir and Willis, one of the country's leading handlers of fruit and vegetables, before moving on to Vitacress, one of Europe's principal growers and manufacturers of leafy salad products. For the last ten years, Clare has worked at Kanes Foods, one of the UK's foremost processors of value-added, prepared fresh produce, where she specialised in Account Management, building mutually rewarding relationships with clients and developing new business opportunities.

Speaking on her new position at LEAF, Clare commented: "I am particularly interested in sustainable development within the food supply chain – at both a home grown and global level. It is such an exciting time to join LEAF, when mindfulness for the environmental and social impact of our daily choices is growing and consumer demand for products and services which reflect these values is at an all-time high. With LEAF Marque as the leading global assurance system recognising more sustainably farmed products, timing could not be better for an ambitious push into new territories, whilst building closer relationships with existing members and the wider community."

Chief Executive of LEAF, Caroline Drummond added: "We are delighted that Clare has joined our growing team. Her wide ranging commercial experience and knowledge of the sustainability sector will be invaluable as we continue our strategy to meet the growing need for our services at a time of such change in the food and farming sector across the globe. Our ambition is to turn up the volume on the great work that has already been done

and to shine a light on what LEAF Marque means for all the key parts of the food supply chain – from farmers, through brands and retailers and UK consumers. Clare will be instrumental in this and we look forward to her being a key part of the LEAF team.”

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For more information, an interview or images, please contact:

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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 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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