



## **MEDIA RELEASE**

**15<sup>th</sup> May 2018**

### **Launch of LEAF Education**

**LEAF (Linking Environment And Farming) has today (15<sup>th</sup> May 2018) announced the launch of LEAF Education, the rebranding of FACE (Farming and Countryside Education), which merged with LEAF in June last year.**

**LEAF Education** builds on FACE's legacy as a leader in taking agriculture into schools. It will continue to build and strengthen FACE's work across the education, farming and food sectors to inspire future generations about farming, food and the countryside. In particular, it will equip teachers with curriculum focused training, tools and resources across all key stages to help them deliver high-quality learning experiences about farming and will also help farmers navigate the world of education to deliver inspiring and engaging on-farm and in-classroom activities.

Speaking on the launch of **LEAF Education**, George Eustice MP, Minister of State at the Department for Environment, Food and Rural Affairs (Defra) said:

"LEAF Education is a fantastic initiative to bring the work farmers do into the classroom and help inspire a new generation to the potential of a career in agriculture.

"People are increasingly interested in the food they eat, where it comes from and how it is produced. By opening the eyes of young people in schools to the world of farming, we can educate the next generation on the importance of sustainable, high-welfare and high-yield food production."

Caroline Drummond, LEAF Chief Executive said,

"Strengthening the connections between the public and agriculture has been key to LEAF's work for more than 27 years. There has never been a more critical time to engage and educate young people with farming, food and the countryside. Our merger with FACE has provided us with an opportunity to ensure we provide relevant and interesting experiences to deepen children's understanding of farming and the countryside. Young people have limited knowledge about how their food is produced, where it comes from and how it gets to their plates. Many also feel disconnected with



the countryside. LEAF Education has a simple goal: to embed knowledge, understanding and appreciation of farming into everyday life.

**LEAF Education** will reach out to young people in new and exciting ways to ignite their interest in farming, help them understand its impact to their daily lives, and open their eyes to the career opportunities in the sector. In doing so, we want to nurture an appreciation of farming so they feel empowered to make more informed food decisions and grow up to become active citizens in helping to protect and nurture the natural world around them.”

“Our merger with FACE last year, signalled a step change in farming education, bringing together our combined strengths and expertise. We are delighted to launch **LEAF Education** and look forward to continue to work in partnership with organisations and individuals across the farming, food and education sectors to drive forward an effective strategy to improve education in and appreciation of, agriculture and food production.”

Carl Edwards, LEAF Education and Public Engagement Director concluded,

“**LEAF Education** represents a powerful force for change. Our accredited training for teachers and farmers, extensive range of resources across all key stages, outreach activities, delivered through our experienced team of Regional Education Consultants, including FaceTime A Farmer, Open Farm School Days and Chef on the Farm, as well as the quality assured educational website Countryside Classroom, are already having a huge impact.”

“We have a clear and ambitious strategy to create a systemic change in farming education provision. We will build on previous successes, forge new partnerships, mobilise the farming and education sectors and reach out to more people. The future feels full of potential.”

**LEAF Education** was launched at a reception held in the House of Commons on Tuesday 15<sup>th</sup> May. Speakers at the launch included George Freeman MP, Member of Parliament for Mid-Norfolk, Philip Wynn, LEAF Chairman, Robert Kynaston, LEAF Demonstration Farmer and George Eustice MP, Minister of State at the Department for Environment, Food and Rural Affairs (Defra).

**ENDS**

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#### LEAF Editors' Notes:

- **LEAF (Linking Environment And Farming)** is the 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 delivers more sustainable farming. IFM uses the best of modern technology and traditional methods to deliver prosperous farming that enriches the environment and engages local communities.
- **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. Next year's LEAF Open Farm Sunday will take place on 10th June 2018.
- Alongside Open Farm Sunday, farms across Britain also host **Open Farm School Days** which run throughout June. They provide thousands of school children with the opportunity to visit a farm to learn more about where their food comes from and how it is produced.
- **LEAF Education** manages a number of industry and educational initiatives, including:
  - **Access to Farms** A group of organisations committed to enabling safe and healthy farm visits. The group produces the industry's Code of Practice (Preventing or controlling ill health from animal contact at visitor attractions)
  - **CEVAS (Countryside Educational Visits Accreditation Scheme)** – a qualification for farm educators and care farmers, to develop professional approaches to health and safety, using the farm as an educational environment, and working with schools and other client groups.
  - **Countryside Classroom** – a 36-partner consortium with the single largest collection of teaching resources, outdoor venues and experts dedicated to food, farming and the countryside.