



MEDIA RELEASE

Tuesday 2nd December 2014

Farming and Food Minister, George Eustice MP launches the new LEAF Sustainable Farming Review

LEAF (Linking Environment And Farming) launched the Sustainable Farming Review, a new management tool for members, yesterday on Monday 1st December. The event was attended by George Eustice MP, Parliamentary Under Secretary of State for farming, food and marine environment, Department for Environment, Food and Rural Affairs.

The LEAF Sustainable Farming Review enables LEAF members to farm more sustainably, providing an annual health check of their businesses and helping them to implement and measure the impacts of Integrated Farm Management (IFM)*. Available as an online self-assessment tool, the LEAF Sustainable Farming Review helps farmers to record, evaluate and improve farming practices. It also allows users to benchmark performance over time, against other users and help farmers to keep ahead of legislative requirements. The LEAF Sustainable Farming Review replaces the LEAF Audit and offers farmers improved usability.

Speaking at the launch, Farming Minister George Eustice said: "Farming and food are at the very centre of our rural economy, which is worth £210billion a year, and we are working hard to help the sector grow and thrive so it is successful and sustainable in the future. Our push for better food labelling across Europe, and supporting the opening of new export markets are just two ways we are working to help this crucial sector grow. Reviewing performance is key to improvement and the LEAF Sustainable Farming Review is a practical way of helping farmers measure and evaluate their progress."

Caroline Drummond, Chief Executive of LEAF added: "Being able to measure, assess, evaluate and most importantly, improve performance is at the heart of why LEAF first developed the LEAF Audit back in 1994. Today, after 20 years of doing just this, we have replaced the LEAF Audit with the new and improved LEAF Sustainable Farming Review which will be the bedrock of helping our members implement IFM. We've worked closely with farmers, listened to what matters to them and believe this new management tool will make a real, practical difference to more sustainable farming."

Also speaking at the launch event was Paul Hayward, E J Dunning & Son – a LEAF Demonstration Farmer, who discussed how the new resource can support the implementation of IFM in his

business. James Young, Procurement Controller – Agriculture and Vegetables, Iglo Foods Group Limited addressed the importance of being able to report on the delivery of sustainable farming.

The LEAF Sustainable Farming Review is available to LEAF members through MyLEAF from 1st December www.leafuk.org.

ENDS

* IFM is a whole farm approach adopted by LEAF members, which uses the best of modern technology and traditional methods to deliver prosperous farming that enriches the environment and engages local communities. There are nine key sections of IFM, all of which are covered in the new LEAF Sustainable Farming Review: Organisation and Planning, Soil Management and Fertility, Crop Health and Protection, Pollution Control and By-product Management, Animal Husbandry, Energy Efficiency, Water Management, Landscape and Nature Conservation and Community Engagement.

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

Edie Methven/ Kathryn Race
LEAF Press Office
Ceres
T: 01189 475 956
E: edie.methven@ceres-pr.co.uk / kathryn.race@ceres-pr.co.uk

LEAF 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 delivers sustainable farming.
- The LEAF Marque is an assurance system recognising sustainably farmed products. It is based on LEAF's Integrated Farm Management (IFM) principles. Farms in 40 countries worldwide are producing to the LEAF Marque standard.
- All LEAF Marque certified farms are independently inspected to ensure they meet stringent criteria to demonstrate that food is being produced to high environmental standards. These criteria include soil management and fertility, crop health and protection, pollution control and by-products, energy and efficiency, wildlife and landscape management and animal husbandry and the environment.
- For more information about LEAF please visit: www.leafuk.org, email: enquiries@leafuk.org tel: 02476 413911. (Registered charity no: 1045781)