

Thursday 29th June 2017

LEAF and FACE merger confirmed

The merger between two of the leading farming and food educational charities, LEAF (Linking Environment And Farming) and FACE (Farming and Countryside Education), has been confirmed today (Thursday 29th June 2017) and will take effect from 30th June 2017.

LEAF Chief Executive, Caroline Drummond said: “We are absolutely delighted to be able to confirm the merger between LEAF and FACE. It will deliver multiple benefits to our partners and stakeholders and enable us to further strengthen LEAF’s public engagement activities and the vital work the FACE team do in taking agriculture into schools. I am looking forward to working with the new team to deliver an efficient and effective strategy, that will increase and improve the public’s education, understanding and appreciation of farming, food production and the environment.”

Caroline Drummond will continue as Chief Executive of LEAF and a new Director of Education and Public Engagement will be appointed this summer, to replace Dan Corlett, who is leaving FACE to pursue another career.

Commenting on the merger, FACE Chairman, Ian Pigott said: "Since the inception of FACE in 2001, it has achieved outstanding results. Through the training of teachers and farmers, advising industry on the code of practice and leading the on-line resource portal ‘Countryside Classroom’, huge numbers of young people have benefitted. The opportunity to merge with LEAF heralds a new dawn for public engagement and education; we look forward to delivering even greater results for all involved in two of Britain's proudest sectors, farming and education.”

The merger comes after another highly successful LEAF Open Farm Sunday, which saw 250,000 people visit a farm on the 11th June. LEAF is now looking to build on its position as a leader in public engagement in food, farming and the environment and maximising FACE’s expertise in the education sector. The newly expanded organisation will offer stakeholders and partners, improved efficiencies, enhanced engagement and will create even more opportunities for educating and engaging the public with food and farming.

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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.
- **The LEAF Marque** is an assurance system recognising more sustainably farmed products. It is based on the sustainable farming principles of Integrated Farm Management (IFM), which covers areas such as soil and water management, pollution control, crop health, animal welfare, community engagement, energy efficiency and landscape and nature conservation. LEAF Marque businesses are independently assessed and certified against the principles of IFM.
- **LEAF Demonstration Farms** are commercial farms which show the beneficial practices of IFM to a broad range of audiences, through organised visits. They communicate an understanding of IFM in order to encourage uptake by farmers, support from the industry and political awareness of sustainable food and farming. The network of LEAF Demonstration Farms includes a range of farm businesses across England and Scotland. They work alongside the LEAF Innovation Centres.
- **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.

FACE Editors' Notes:

- **FACE (Farming and Countryside Education)** is the leading educational charity working with schools to help children and young people understand the connection between farming and their daily lives. FACE creates high quality educational experiences, both inside and outside the classroom, that change perspectives and deepen understanding of the food we eat, the people who produce it and the choices we all make as citizens. As a result, FACE contributes to children flourishing, UK agriculture thriving, and the health of the planet. Teacher and farmer training are at the heart of FACE's work, alongside creation of educational resources and advice
- FACE manages a number of industry and educational initiatives, including:



LINKING ENVIRONMENT AND FARMING

- **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.

