



Press Release

08.12.09

LEAF Announces New Chairman

Stephen Fell MRICS FRAGS, has been appointed as the new Chairman of LEAF (Linking Environment And Farming).

Stephen is Managing Director of the family farming business HR Fell and Sons Ltd, running a flock of 1000 sheep and growing root crops at Thorganby in the Vale of York. He is also Managing Director of Lindum Turf, a business growing and marketing a range of turf and specialist grass and wildflower products.

Speaking on his appointment he said:

“I am delighted to be leading LEAF at this critical time in its eighteen year history. I will build on the excellent work of past years and focus on LEAF’s core strengths, that of delivering a more financially secure and environmentally sustainable future for farming. I am particularly interested in taking LEAF Marque activities forward, improving the public awareness of LEAF and growing our membership base and profile. These changing times for farming will mean that LEAF, as an organisation, will have to continue to lead in the promotion of Integrated Farming with vision, innovation and optimism.”

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Tony Worth

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Caroline Drummond

LEAF (Linking Environment And Farming) promotes and develops Integrated Farm Management (IFM). It does this by developing practical guidelines and promoting the LEAF Audit.

LEAF also helps create a better public understanding of farming through a nationwide network of demonstration farms and the LEAF Marque.

A company limited by guarantee,
registered in England number: 3035047

Registered charity number:
1045781

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“I would like to pay tribute to Tony Worth, LEAF’s outgoing Chairman, who has successfully steered LEAF through some turbulent times. I have inherited plenty of challenges and am looking forward to working with everyone involved in LEAF – staff, members, Demonstration Farmers and supporters to tackling them together” concluded Mr Fell.

Notes to Editors:

1. LEAF (Linking Environment And Farming) is a charitable organisation, set up in 1991 to help growers improve their business performance while forging a better understanding of farming among the general public. This is done through a network of Demonstration Farms and Innovation Centres across the country where members of the public can see farming best practice in action.
2. The **LEAF Marque** is applicable to all sectors of agriculture. LEAF Marque is working with other assurance schemes to offer an environmental ‘add on’ for farmers wanting to demonstrate their environmental credentials.
3. LEAF’s activities include:
 - **Demonstration Farms and Innovation Centres** - A nationwide network of Demonstration Farms which host visits for a broad range of groups – from the Women’s Institute through to Government Officials
 - **Speak Out** – a "self-help" CD ROM, audio cassette and work booklet to help farmers with communications skills and know how to bridge the gap between farming and the public
 - **Open Farm Sunday** - the farming industry’s annual open day. It is a great opportunity for the public to get a behind-the-scenes look at life on a farm and the nature it sustains. It takes place next year on the 13th June 2010.
 - **Virtual Farm Walk** – an interactive CD Rom giving a tour of a real working farm, showing how farmers are growing food with environmental care.
4. **More information on LEAF** is available from LEAF, The National Agricultural Centre, Stoneleigh, Warwickshire CV8 2LG Tel: 024 7641 3911 Fax: 024 7641 3636 email: enquiries@leafuk.org www.leafuk.org