

CONSUMER What is the LEAF Marque?



Have you ever seen this logo on-pack and wondered what it means? You may have seen it on your vegetables, salad, fruit, crisps, oil or even flowers.

The LEAF Marque is a food label you can trust. The assurance scheme, developed by LEAF (Linking Environment And Farming), is based on environmentally responsible farming principles which support farmers to produce good food, with care and to high environmental standards.

By buying LEAF Marque produce, you can enjoy food you can trust from farmers who care for the countryside and wildlife – whilst also doing your bit for the environment. You will find LEAF Marque produce on products sold nationwide in supermarkets, farm shops and farmers' markets.

LEAF Marque farmers care for the environment by:

- Carefully managing hedgerows to provide habitats and food for wildlife
- Using pesticides and fertilisers only when absolutely necessary
- Leaving a strip of land between hedgerows and crops to act as a habitat for as a wildlife
- Recycling on-farm waste and conserving energy
- Improving water efficiency and quality
- ... and much more

Many of these farmers open their gates to the public, so you can find out for yourself about the work of LEAF. For further information, to arrange a group visit to a LEAF Demonstration Farm or to become a Friend of LEAF and support environmentally responsible farming visit www.leafuk.org.

- Ends -

For further information and images, to arrange an interview or to obtain industry comment:

Ailsa Jensen
LEAF Press Office
T: 01189 475 956

E: ailsa.jensen@ceres-pr.co.uk

Editor's Notes:

- LEAF (Linking Environment And Farming) promotes environmentally responsible farming. We support farmers to produce good food, with care and to high environmental standards, identified in-store by the LEAF Marque logo. We build public understanding and trust of food and farming in a number of ways, including Open Farm Sunday and visits to our national network of Demonstration Farms
- LEAF's Integrated Farm Management (IFM) approach combines the best of traditional farming methods with modern technology, allowing farmers to manage their farms in an informed, professional and caring way. IFM encourages farmers to maintain the highest standards of food production with the minimum environmental impact
- For more information on all LEAF's work and activities, visit www.leafuk.org