



# **LEAF Corporate Membership**

## **Benefits & Costs**

**[www.leafuk.org](http://www.leafuk.org)**

## About LEAF

Set up in 1991, 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 also build public understanding and trust of food and farming in a number of ways, including Open Farm Sunday and visits to a national network of Demonstration Farms.

## Benefits of LEAF Corporate Membership

LEAF membership is your opportunity to support the future of global agriculture. It provides a unique opportunity to demonstrate your commitment to environmentally responsible agriculture and puts you in touch with some of the world's most dynamic farmers, business leaders, major conservation organisations as well as government departments.

### Being a corporate member of LEAF:

- Supports our activities to develop and promote Integrated Farm Management – a realistic way forward for the majority of farmers
- Demonstrates your company's environmental commitment
- Opens up opportunities for high profile sponsorship of special projects
- Puts you in touch with other organisations with similar objectives
- Creates opportunities for collaborative projects
- Puts you in direct contact with some of the most forward thinking farmers in the UK
- Strengthens your influence amongst farmers and consumers
- Provides a link with key policy and decision makers
- Enables you to have a 'voice' in the future of global agriculture

### As part of your membership fee, you will:

- Have an opportunity to get involved with our activities and events, sponsoring Demonstration Farms, Open Farm Sunday, Technical Field Days, conferences
- Have access to the Green Box and make use of the data with agreement from farms and LEAF
- The use of the independently set and inspected LEAF Marque standard to underpin your own brand.
- Be able to use the LEAF Marque label on produce purchased from LEAF Marque certified farms (no percentage fee payable)
- If buying and selling LEAF Marque produce, appear in the LEAF Marque supply chain directory
- With LEAF Marque you have access to all the scheme and product integrity tools associated with an assurance scheme such as member checking services
- Access to our policy and consultation service for your suppliers, bespoke questionnaires can be created.
- Have the opportunity to arrange visits to Demonstration Farms for your staff and customers

- Opportunity to commission LEAF to develop bespoke tools and documents for your suppliers or customers
- Receive regular newsletters including technical supplements on IFM
- Receive access to the on-line LEAF Audit and Handbook for Integrated Farm Management
- Be invited to membership evenings, bespoke training seminars, corporate lunches and talks on IFM
- Get information on IFM developments throughout Europe
- Bespoke talks and training on IFM for you and your staff
- Opportunities to host joint debates and conferences
- Opportunities to sponsor LEAF's publications, resources and on-line services
- Have your company logo linked with the LEAF web-site and featured in our Annual Review and on the LEAF website



## Generic Membership Services

- Press and publicity – getting a better image of farming
- Liaison with food industry – getting a better deal for farmers – ensuring their voice is heard
- Influencing government policy
- Representation on government and industry committees, including Assured Combinable Crops Scheme, Assured Produce, Pesticides Forum
- Representation on EISA (European Initiative for Sustainable Agriculture)
- Promoting sustainable farming through the recognition and value of the LEAF Marque label



## Opportunities for Special Projects

LEAF is always looking for new ways of working, creating partnerships and alliances and building on existing ones. Our aim is to forge strong and long lasting partnerships with all our Corporate Members – we have always held the view that only by working with others will true cohesion be achieved within the food and farming industries.

There are many ways in which Corporate Members can get involved in special initiatives to enhance their LEAF membership benefits. These can range from small scale projects – for example, sponsoring a one off edition of the LEAFletter, through to supporting an entire event.

*Here are just some of our core activities where we need your help:*

- **Core Publications**

Sponsor one of LEAF's core publications – Newsletter, Ebrief, LEAF Marque, Membership Brochure, Annual Review, Website Page, etc.

*Support is fully acknowledged and your company logo appears on the front cover of the publication. Sponsors receive high profile publicity on every appropriate occasion, in the press, at meetings, farm launches, walks, etc.*

- **LEAF Demonstration Farm Activities**

LEAF has a growing network of Demonstration Farms and Innovation Centres throughout the UK. Supporting any of the activities surrounding the Demonstration Farms would provide sponsors with high profile publicity opportunities, both nationally and regionally.

Support any of our LEAF Demonstration Farm activities – LEAF Farm Brochure, launch of a Demonstration Farm, Farm Walks, the Annual Training Event for LEAF Farmers, an Induction Day for new Demonstration Farmers and Information Boards.

*Our activities based around LEAF Demonstration Farms offer high profile sponsorship opportunities to raise your company's profile on a regional and national level. Every year, each of our farms will be hosting visits for over 500 individuals – representing local farming, wildlife and consumer groups, as well as teachers, MP's and MEP's. On average, some 70 key individuals attend LEAF Demonstration Farm launches and all our events attract wide press interest.*

- **Sustainable Innovation Network Project**

LEAF are in the early stages of this project to develop a structured network of farmers and representatives from various organisations (such as corporations, universities, government agencies, levy boards and research institutions). This will improve the exchange of existing knowledge and new research as well as increasing the uptake of beneficial farming practices and new innovations using the concept of Integrated Farm Management, to enhance farm business performance. The aim is to provide a framework where farmers can access existing knowledge and new research in a format that they find most useful. This information will enable farmers to utilize more efficient and innovative farming practices that will ultimately improve their business and strengthen the agricultural industry as a whole. It will connect farmers, corporate representatives and researchers.

*Support is fully acknowledged and your company logo appears on publicity dependent upon the level of sponsorship. As a member you would also have the opportunity to be highly involved in the network.*

- **Open Farm Sunday**

Every year, LEAF organises Open Farm Sunday – the farming industry's annual open day. A day when hundreds of farms up and down the country welcome thousands of visitors onto their farms to learn about how their food is produced and what farmers do to care for the environment. This year's Open Farm Sunday was the best yet! Record attendance, over four hundred farmers taking part and some 184, 000 members of the public getting a better understanding of how their food is grown and the countryside cared for, were just some of the highlights. OFS is a unique event which unites the whole industry and makes farming and the countryside come alive for the many families and individuals who get involved.

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- **Let Nature Feed Your Senses**

Let Nature Feed Your Senses is a joint project between LEAF and the Sensory Trust. We are working together on this flagship project to connect disengaged groups and individuals with nature and the countryside, through food and farming. The project involves sensory rich visits to farms and nature reserves across England. There are many ways we need your help including workshops, transport costs, audio tools and the project's annual conference. More information on the project can be found at [www.letnaturefeedyoursenses.org](http://www.letnaturefeedyoursenses.org)

- **LEAF Ebrief**

Some 7 000 individuals and companies receive LEAF's monthly E-brief. Sponsoring an issue of e-brief would be a great way to reach out to some of the countries leading farmers, landowners and food, farming and environmental organisations.

- **Membership Activities**

LEAF has a strong and impressive following with members representing some of the most forward thinking and influential farmers in the world. Currently, our membership totals 2, 562 farmers representing some 880, 000 hectares of land. In addition, we receive support from over 129 corporate members, as well as most of the main agricultural education establishments in the UK. We organise a wide programme of activities throughout the year aimed at keeping members informed of IFM developments. These include: Membership Events, College Training Day, Farmer Technical Events, Members Annual President's Day and Corporate Lunches.

*Sponsoring one of our member's events, or part of an event, is a good way of showing your support for Integrated Farm Management and raising your company's profile.*

- **The LEAF Audit**

The LEAF Audit lies at the centre of our activities. It is an essential management tool for any farmer wanting to adopt IFM. It provides a complete health check of the farming business, instant feedback showing performance with realistic actions for improvement and an on-screen benchmarking facility to let farmers know how they are progressing in comparison with others completing the LEAF Audit.

*Sponsoring a series of information sheets would demonstrate your support for the LEAF Audit and IFM. Your company logo would appear on every feedback report issued and your support acknowledged in the LEAFletter.*

- **Core Events**

LEAF has a presence at most of the national agricultural shows every year – including Cereals, The Royal Highland Show and the Dairy and Livestock Event. LEAF is also represented at many of the county shows every year.

*Help sponsor our presence at one of these events or sponsor display material. Your company logo would appear in a prominent position on the display and your support acknowledged in the LEAFletter.*

- **Gifts in Kind**

A number of our corporate members provide gifts in kind such as paper, office furniture, printing and professional services, etc.

*Any company supporting LEAF in this way will be acknowledged where appropriate.*



## **Membership Costs**

By joining LEAF, your company will be supporting responsible farming and helping ensure a healthy countryside. Corporate membership rates are based on the number of full time equivalent employees. These are minimum costs, and should be used as a guideline only. Please feel free to give more to support our valuable work. Membership rates are as follows:

Less than 50 employees*	£650.00 per year (exclusive VAT)
50-100 employees*	£1,000.00 per year (exclusive VAT)
100 - 200 employees*	£2,000.00per year (exclusive VAT)
Over 200 Employees*	£2,500.00 (exclusive VAT) minimum

\* Full-time equivalent



## **For more information**

Thank you for reading this information on LEAF and we hope we will be welcoming you as a member. If you would like to know more about what our work, please visit [www.leafuk.org](http://www.leafuk.org) or for an informal chat about LEAF Membership, please contact our Commercial Manager, Jeremy Boxall tel: 01580 712488 mobile: +44 (0) 7764201334 E-mail: [jeremy.boxall@leafuk.org](mailto:jeremy.boxall@leafuk.org)