



Press Release: 7<sup>th</sup> November 2011

## Managing water effectively has never been more important for farmers

This was the key message to come out of LEAF's annual President's Event held on Wednesday 2nd November at HSBC Tower, Canary Wharf, London. The event was themed 'valuing resources' and featured talks from experts across the food and farming industry.

The event saw the launch of LEAF's new Water Management tool, launched by Minister of State for Agriculture and Food, Jim Paice.

Speaking on the day, **Mr Paice said**, "Managing water effectively is vital in order to produce food in a sustainable and cost effective way. The new LEAF Water Management Tool enables farmers to identify key water uses on their farm and to find new ways of saving money and protecting what is an increasingly valuable and scarce resource. With the launch of this instrument, we've now got a practical and realistic tool available to farmers promoting more sustainable farming practices, which is also at the heart of the government's approach."

Also speaking at the event was **Paul Dove, Technical Director at Molson Coors** brewing company, who have been involved in the development of the new tool. With 90% of Molson Coors' water footprint rooted in agriculture, the need for improving the efficiency of water use in the industry is mounting.

Paul Dove explained, "As Britain's biggest brewer, our aim is to minimise water use, to educate and share expertise with others and to increase awareness about the importance of protecting this precious resource. This new water management tool is one of many steps we're taking towards addressing water stewardship across all of our communities."

In her presentation, **Caroline Drummond, LEAF's Chief Executive**, gave details on the background to the development of the Water Management Tool, "With the LEAF Audit, we've been looking at the importance of water quality since 1993. We are now taking this further with the Water Management Tool, and looking beyond irrigation. The new tool offers a complete health check for water use on farms; it looks at better distribution and

monitoring, more efficient washing systems; protecting water quality, recycling and reuse. We want to support farmers in helping make every drop of valuable water counts.”

LEAF's Water Management Tool is now available to LEAF members as part of their membership which starts at just £70, see [www.leafuk.org](http://www.leafuk.org) for more information.

#### **Notes to editors:**

- LEAF (Linking Environment And Farming) is a farming charity at the forefront of sustainable agriculture promoting Integrated Farm Management. For more information please contact the LEAF office on 024 7641 3911 and [enquiries@leafuk.org](mailto:enquiries@leafuk.org) or visit: [www.leafuk.org](http://www.leafuk.org)
- LEAF's Water Management Tool is an online resource available free to LEAF members. It is one of a number of management tools LEAF has developed to help farmers to farm more sustainably. Other tools include: the LEAF Audit, The Green Box and the 'Simply Sustainable Soils' handbook. LEAF also arranges practical training days, field events and visits to its UK wide network of Demonstration Farms.
- LEAF's annual President's Event took place on Wednesday 2<sup>nd</sup> November and was themed 'valuing resources', a range of experts from the food and farming industry came together to discuss sustainability and food production. Speakers on the day included:
  - **Professor Sir David Baulcombe, Regius Professor of Botany at the University of Cambridge** on the growing opportunities for new agronomy and plant genetics in order to meet the food requirements of a growing population
  - **LEAF Marque grower, Andrew Burgess from Produce World**, on the demands of growing fresh produce sustainably in a global market
  - **Chris Brown, Head of Sustainable Sourcing at Asda** set out how they are working with LEAF to meet their responsibilities to their customers
  - **Paul Dove, Technical Director of Molson Coors Brewing Company**, who explained how they are tackling sustainability issues in new and innovative ways and their involvement with the development of LEAF's Water Management Tool