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MEDIA RELEASE

M&S demonstrates sustainability credentials with its fresh pork

All fresh Outdoor Bred pork sold by Marks & Spencer is now LEAF Marque certified, demonstrating that it has been produced sustainably.

The fresh pork sold through the retailer is produced by family farming business, Mercer Farming which achieved LEAF Marque certification last month. The LEAF Marque is an assurance system which recognises sustainably farmed products. It is based on LEAF's Integrated Farm Management (IFM) principles, which use the best of modern technology and traditional methods to deliver prosperous farming that enriches the environment and engages local communities.

Like all LEAF Marque certified farms, Mercer Farming was independently inspected to ensure it met the stringent sustainability criteria. Integrated Farm Management has always been important for the Staffordshire based farming company; some examples of how this is implemented on the farm include the use of manure from pig units as a natural fertiliser and using their own straw for the pigs to use as bedding.

Rob Mercer from Mercer Farming said: "As a fourth generation family business, it is vital for us to be sustainable. We want our farm and land to be healthy and profitable for generations to come. The LEAF Marque is a credible, independent way of demonstrating the commitment we have to producing our pork and poultry as sustainably as we can."

Jeremy Boxall, LEAF Marque Director commented: "This announcement signals a further commitment by Marks & Spencer to sourcing the very highest quality products that boast strong sustainability credentials."

Mark Atherton-Ranson, Marks & Spencer Agriculture Manager added: "As part of our Plan A commitment to become the world's most sustainable major retailer by 2015 we have set ourselves 180 commitments, and this is brought to life for our agricultural sourcing through our Farming for the Future programme. We are working closely with our farmers and growers to address the 4 Es – Efficiency, the Environment, Ethics and Education – and work with LEAF and a number of other

leading NGOs to ensure we continue to build a sustainable business, offering our customers high quality, innovative products that have been sourced sustainably.”

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LEAF Editors' Notes:

- LEAF (Linking Environment And Farming) is the leading organisation delivering 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.
- The LEAF Marque is an assurance system recognising sustainably farmed products. It is based on LEAF's Integrated Farm Management (IFM) principles. All LEAF Marque certified farms are independently inspected to ensure they meet stringent criteria to demonstrate that food is being produced to high environmental standards. These criteria include soil management and fertility, crop health and protection, pollution control and by-products, energy and efficiency, wildlife and landscape management and animal husbandry and the environment.