

**17 October 2013 - MEDIA RELEASE**

## **Elveden Farms Joins Network of LEAF Demonstration Farms**

Elveden Farms has become the latest farm to join LEAF's nationwide network of LEAF Demonstration Farms. It joins over 40 other farms across the country set up to showcase the very best of sustainable farming practices.

Based in East Anglia, on the Norfolk-Suffolk border, Elveden Farms is one of the largest single farm units in lowland Britain, extending to 9,100 hectares, specialising in the production of vegetables, including potatoes, onions, carrots and parsnips. It also grows a variety of cereals including barley and wheat and is the largest producer of rye in the UK. The farm is LEAF Marque certified, which means it is independently audited to ensure it meets stringent sustainable farming standards.

The sustainable farming principles of Integrated Farm Management (IFM) underpin Elveden's whole business approach. As part of its commitment to the environment, 30 per cent of the estate is dedicated to conservation, hosting rare plants and a number of prominent bird species. Elveden is also proud to host a significant proportion of the UK's Stone Curlew breeding pairs.

As a LEAF Demonstration Farm, Elveden will be a 'living classroom' – hosting visits to other farmers interested in farming sustainably. It will also welcome visits from a wide range of community groups, conservation organisations and local schools, so they can see for themselves how their food is produced and what farmers are doing to care for the environment.

Speaking at the launch, Andrew Francis, Senior Farms Manager of Elveden Farms said: "We already have great links with the local community through our farm shop, open days and restaurant. It is a huge honour to be launched as a LEAF Demonstration Farm. Not only does it recognise all our work in combining commercial farming with environmental care, but it will mean that we can reach out to new audiences. More than simply telling people about our sustainable farming approach, they can see for themselves how it works in practice."

Caroline Drummond, Chief Executive of LEAF added: "LEAF's Demonstration Farm Network plays a hugely vital role in sharing best practice amongst farmers as well as being a great way to help educate the public about the work that farmers do to care for the environment, whilst producing their food. Elveden Farms is a fantastic example of sustainable farming in action and represents

what Integrated Farm Management is all about. We are delighted to welcome Elveden Farms as a LEAF Demonstration Farm and look forward to working together with them to engage and inspire other farmers as well as the wider public.”

The launch of Elveden Farms as a LEAF Demonstration Farm took place on Wednesday 16 October. Attending the launch was the Earl of Iveagh, Stephen Fell, LEAF Chairman, Andrew Nottage, East of England LEAF Regional Chairman and special guest, Galton Blackiston, Chef de Patron and Owner of Morston Hall, a Michelin star restaurant based nearby which Elveden supplies.

**Ends**

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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.
- To arrange a visit to Elveden Farms, please contact the LEAF office tel: 024 7641 3911 email: [enquiries@leafuk.org](mailto:enquiries@leafuk.org) and for more information on LEAF's network of Demonstration Farms, please visit [www.leafuk.org](http://www.leafuk.org)