



MEDIA RELEASE

Thursday 7th May 2015

LEAF recognised by ISEAL, the global reference point for sustainability standards

LEAF (Linking Environment And Farming) has achieved full membership of ISEAL, the global membership association for sustainability standards.

Full membership is the highest membership status within ISEAL and demonstrates a high level of compliance with ISEAL's Codes of Good Practice, which are seen as global references for developing credible standards. The Codes of Good Practice cover standard setting, impact evaluation and assurance (certification and accreditation). Full members must adhere to the Code and are proven to be credible, effective and committed to continually improving their impacts.

LEAF's global assurance system, the LEAF Marque, which recognises farmed products produced to more sustainable standards, is underpinned by the principles of the ISEAL Codes of Good Practice. The LEAF Marque is based on LEAF's principles of Integrated Farm Management (IFM), a whole farm business approach that delivers more sustainable farming. It uses the best of modern technology and traditional methods to enrich the environment and engage local communities.

Globally, there has been a 7.8 per cent year on year increase in the hectares of crop grown on LEAF Marque certified businesses which currently stands at 266,324 hectares. Here in the UK, 25 per cent of fruit and vegetables are grown to the LEAF Marque standard. Organisations such as Unilever, Florette and Waitrose currently support the LEAF Marque standard.

Jeremy Boxall, LEAF Marque director said: "Full membership of ISEAL is the gold standard for global sustainability assurance systems. We are very proud to become a full ISEAL member and I'd like to thank everyone who helped us achieve this recognition. This is third-

party acknowledgement of all the work that goes into ensuring LEAF Marque standards are robust and credible and that it can help companies meet their social and environmental objectives, support their CSR goals, and bring transparency to supply chains, reduce costs and manage supply chain risks.”

Commenting on LEAF’s full membership, Karin Kreider, ISEAL Executive Director added: "We are delighted to welcome LEAF into full ISEAL Alliance membership. It has been an incredible journey, from the development of its LEAF Marque standards and the certification of its first farms in 2002, and to have now achieved full membership highlights the considerable commitment from the team to meet the criteria of the Standard-Setters Code. We now look forward to continuing to work closely with LEAF, sharing the learning and tracking their impacts and improvements."

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LEAF Editors’ Notes:

- LEAF (Linking Environment And Farming) is the leading organisation delivering more 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.
- LEAF promotes Integrated Farm Management (IFM), a whole farm business approach that delivers more sustainable farming. IFM uses the best of modern technology and traditional methods to deliver prosperous farming that 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. Farms in 33 countries worldwide are producing to the LEAF Marque Global Standard.
- 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 water efficiency, wildlife and landscape management and animal husbandry and the environment.

- LEAF became an associate member of ISEAL in 2013.