



MEDIA RELEASE

Thursday 24th September 2015

LEAF launches Sustainable Biodiversity Guide

LEAF (Linking Environment And Farming), the leading organisation promoting sustainable farming has today launched a new guide: '*Simply Sustainable Biodiversity*' to help farmers manage their land for food production as well as for wildlife.

The guide, which has been developed with support from ASDA, was launched today at ASDA's 'Women in Farming' Conference at Bishop Burton College. **LEAF Chief Executive Caroline Drummond** said: "As custodians of the countryside, farmers have a critical role to play in managing our precious natural resources, our landscape and its wonderful wildlife. *Simply Sustainable Biodiversity* shows that through the adoption of LEAF's Integrated Farm Management (IFM), farmers are able to deliver a vibrant and resilient biodiversity alongside sustainable food production. It is an accessible and practical resource which is sure to inspire farmers to optimise their biodiversity, increase awareness of its importance and help them identify areas where biodiversity can be improved."

Dr Chris Brown, ASDA Director Sustainable Business added: "We need to work on ensuring the precious natural resources around us, in the fields and farms, have the latest thinking and guidance that it deserves. We hope that this publication is a significant assistance in meeting the challenge."

Simply Sustainable Biodiversity is based on Six Simple Steps to help farmer monitor, manage and enhance biodiversity. It is the third in LEAF's 'Simply Sustainable' series of technical guidance booklets focusing on key areas of Integrated Farm Management. Others in the series are: *Simply Sustainable Water* and *Simply Sustainable Soils*.

All three booklets are available free to download at <http://www.leafuk.org/> where further information about LEAF and Integrated Farm Management can also be found.

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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.