



LINKING ENVIRONMENT AND FARMING
Integrated Farm Management

LEAF Corporate Membership

Benefits & Costs

Our Vision

...a world that is farming, eating and living sustainably

LEAF Marque

Your choice for sustainable sourcing

www.leafuk.org





About LEAF

LEAF (Linking Environment And Farming) is the leading organisation delivering sustainable food and farming. Established in 1991, 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. We do this through developing and promoting Integrated Farm Management in three main areas:

- FACILITATING KNOWLEDGE GENERATION & EXCHANGE AMONGST FARMERS AND RESEARCHERS through our network of LEAF Demonstration Farms and Innovation Centres; farm business management tools and events.
- DEVELOPING MARKET OPPORTUNITIES through the LEAF Marque assurance system which recognises sustainably farmed products.
- ENGAGING THE PUBLIC IN SUSTAINABLE FOOD AND FARMING through Open Farm Sunday, the Let Nature Feed Your Senses project and educational materials.

By doing this we are working towards our vision of a world that is farming, eating and living sustainably.



Benefits of LEAF Corporate Membership

LEAF membership is your opportunity to support the future of global agriculture. It provides a unique opportunity to demonstrate your commitment to environmentally responsible agriculture and puts you in touch with some of the world's most dynamic farmers, business leaders and major conservation organisations.

Being a corporate member of LEAF:

- Supports our activities to develop and promote Integrated Farm Management – a realistic way forward for the majority of farmers
- Demonstrates your company's environmental commitment
- Opens up opportunities for high profile sponsorship of special projects
- Puts you in touch with other organisations with similar objectives
- Creates opportunities for collaborative projects
- Puts you in direct contact with some of the most forward thinking farmers in the UK
- Strengthens your influence amongst farmers and consumers
- Provides a link with key policy and decision makers
- Enables you to have a 'voice' in the future of global agriculture

As part of your membership fee, you will:

- Have an opportunity to get involved with our activities and events, sponsoring Demonstration Farms, Open Farm Sunday, Technical Field Days, conferences
- The use of the independently set and inspected LEAF Marque assurance system to underpin your own brand.
- Be able to use the LEAF Marque label on produce purchased from LEAF Marque certified farms
- If buying and selling LEAF Marque produce, appear in the LEAF Marque supply chain directory
- If buying LEAF Marque certified produce and using the LEAF Marque logo, access and utilise the LEAF Marque Chain of Custody system at additional cost.
- With LEAF Marque you have access to all the scheme and product integrity tools associated with an assurance scheme such as member checking services
- Access to our policy and consultation service for your suppliers, bespoke questionnaires can be created.
- Have the opportunity to arrange visits to Demonstration Farms for your staff and customers
- Opportunity to commission LEAF to develop bespoke tools and documents for your suppliers or customers
- Receive regular newsletters including technical supplements on IFM
- Have access to the Green Box and make use of the data with agreement from farms and LEAF
- Receive access to the on-line LEAF Sustainable Farming Review and the Handbook for Integrated Farm Management
- Be invited to membership evenings, bespoke training seminars, corporate lunches and talks on IFM
- Get information on IFM developments throughout Europe
- Bespoke talks and training on IFM for you and your staff
- Opportunities to host joint debates and conferences
- Opportunities to sponsor LEAF's publications, resources and on-line services
- Have your company logo linked with the LEAF website and featured in our Annual Review



Generic Membership Services

- Press and publicity – getting a better image of farming
- Liaison with food industry – getting a better deal for farmers – ensuring their voice is heard
- Influencing government policy
- Representation on government and industry committees, including Assured Combinable Crops Scheme, Assured Produce, Pesticides Forum
- Representation on EISA (European Initiative for Sustainable Agriculture)

- Promoting sustainable farming through the recognition and value of the LEAF Marque label



Opportunities for Special Projects

LEAF is always looking for new ways of working, creating partnerships and alliances and building on existing ones. Our aim is to forge strong and long lasting partnerships with all our Corporate Members – we have always held the view that only by working with others will true cohesion be achieved within the food and farming industries.

There are many ways in which Corporate Members can get involved in special initiatives to enhance their LEAF membership benefits. These can range from small scale projects – for example, sponsoring a one off edition of the LEAFletter, through to supporting an entire event.

Here are just some of our core activities where we need your help:

- **Core Publications**

Sponsor one of LEAF's core publications – Newsletter, Ebrief, LEAF Marque, Membership Brochure, Annual Review, Website Page, etc.

Support is fully acknowledged and your company logo appears on the front cover of the publication. Sponsors receive high profile publicity on every appropriate occasion, in the press, at meetings, farm launches, walks, etc.

- **LEAF Demonstration Farm Activities**

LEAF has a growing network of Demonstration Farms and Innovation Centres throughout the UK. Supporting any of the activities surrounding the Demonstration Farms would provide sponsors with high profile publicity opportunities, both nationally and regionally.

Support any of our LEAF Demonstration Farm activities – LEAF Farm Brochure, launch of a Demonstration Farm, Farm Walks, the Annual Training Event for LEAF Farmers, an Induction Day for new Demonstration Farmers and Information Boards.

Our activities based around LEAF Demonstration Farms offer high profile sponsorship opportunities to raise your company's profile on a regional and national level. Every year, each of our farms will be hosting visits for over 500 individuals – representing local farming, wildlife and consumer groups, as well as teachers, MP's, MSPs and MEP's. On average, some 70 key individuals attend LEAF Demonstration Farm launches and all our events attract wide press interest.

- **Sustainable Innovation Network Project**

LEAF are in the early stages of this project to develop a structured network of farmers and representatives from various organisations (such as corporations, universities, government agencies, levy boards and research institutions). This will improve the exchange of existing knowledge and new research as well as increasing the uptake of beneficial farming practices and new innovations using the concept of Integrated Farm Management, to enhance farm business performance. The aim is to provide a framework where farmers can access existing knowledge and new research in a format that they find

most useful. This information will enable farmers to utilize more efficient and innovative farming practices that will ultimately improve their business and strengthen the agricultural industry as a whole. It will connect farmers, corporate representatives and researchers.

Support is fully acknowledged and your company logo appears on publicity dependent upon the level of sponsorship. As a member you would also have the opportunity to be highly involved in the network.

- **Open Farm Sunday**

Open Farm Sunday is the single, most effective and supported day in the farming calendar for the industry to ‘open their gates’ and welcome consumers onto farms to discover the story behind their food and the vital role farmers have in caring for the countryside.

Managed by LEAF (Linking Environment And Farming), with support from leading food and farming organisations, hundreds of farmers welcome thousands of consumers out onto farm, for an informative and memorable day, helping to build public trust and understanding in food and farming and generate widespread positive media coverage.

OFS is a unique event which unites the whole industry and makes farming and the countryside come alive for the many families and individuals who get involved.

- **LEAF Ebrief**

Some 8,000 individuals and companies receive LEAF’s monthly E-brief. Sponsoring an issue of e-brief would be a great way to reach out to some of the countries leading farmers, landowners and food, farming and environmental organisations.

- **Membership Activities**

LEAF has a strong and impressive following with members representing some of the most forward thinking and influential farmers in the world. Currently, our membership totals 2, 562 farmers representing some 880, 000 hectares of land. In addition, we receive support from over 129 corporate members, as well as most of the main agricultural education establishments in the UK. We organise a wide programme of activities throughout the year aimed at keeping members informed of IFM developments. These include: Membership Events, College Training Day, Farmer Technical Events, Members Annual President’s Day and Corporate Lunches.

Sponsoring one of our member’s events, or part of an event, is a good way of showing your support for Integrated Farm Management and raising your company’s profile.

- **The LEAF Sustainable Farming Review**

The LEAF Sustainable Farming Review lies at the centre of our activities. It is an essential management tool for any farmer wanting to adopt IFM. It provides a complete health check of the farming business, instant feedback showing performance with realistic actions for improvement and an on-screen benchmarking facility to let farmers know how they are progressing in comparison with others completing the LEAF Sustainable Farming Review.

Sponsoring a series of information sheets would demonstrate your support for the LEAF Sustainable Farming Review and IFM. Your company logo would appear on every feedback report issued and your support acknowledged in the LEAFletter.

- **Core Events**

LEAF has a presence at most of the national agricultural shows every year – including Cereals, The Royal Highland Show and the Dairy and Livestock Event. LEAF is also represented at many of the county shows every year.

Help sponsor our presence at one of these events or sponsor display material. Your company logo would appear in a prominent position on the display and your support acknowledged in the LEAFletter.

- **Gifts in Kind**

A number of our corporate members provide gifts in kind such as paper, office furniture, printing and professional services, etc.

Any company supporting LEAF in this way will be acknowledged where appropriate.



Membership Costs

By joining LEAF, your company will be supporting responsible farming and helping ensure a healthy countryside. Corporate membership rates are based on the number of full time equivalent employees. These are minimum costs, and should be used as a guideline only. Please feel free to give more to support our valuable work. Membership rates from November 2014 are as follows:

Less than 50 employees*	£750.00 per year (exclusive VAT)
50-100 employees*	£1,200.00 per year (exclusive VAT)
100 - 200 employees*	£2,500.00per year (exclusive VAT)
Over 200 Employees*	£3,000.00 (exclusive VAT) minimum

* Full-time equivalent



For more information

Thank you for reading this information on LEAF and we look forward to continuing to work with you as a member. If you would like to know more about what our work, please visit www.leafuk.org or for an informal chat about your LEAF Membership, please contact

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