



## **MEDIA RELEASE**

**Wednesday 16<sup>th</sup> September 2015**

### **LEAF Marque - delivering more sustainable fruit and vegetables in Africa, Asia and South America with SIFAV**

LEAF (Linking Environment And Farming) has announced that its global assurance system, LEAF Marque, has been accepted as one of the Sustainability Initiative Fruits and Vegetables (SIFAV)'s approved environmental standards. SIFAV aims to make imports of fruits and vegetables from Africa, Asia and South America 100% sustainable by 2020.

The LEAF Marque is an environmental assurance system recognising sustainably farmed products. It demonstrates that food has been produced by farmers who are farming sustainably to LEAF's Integrated Farm Management (IFM) principles. LEAF Marque produce can be found in supermarkets, farm shops and farmers' markets nationwide. Currently, there are 33 countries across the globe with LEAF Marque producers, including farms in South Africa, Kenya, Egypt, Gambia, Morocco, Chile, Peru, Argentina, Zambia, Senegal, Uruguay, Ethiopia, Mozambique and Zimbabwe. In total, more than 23k hectares of crop are grown on LEAF Marque certified businesses in Africa, Asia and South America. Part of the requirements for LEAF Marque is that all producers must be certified to GlobalGAP.

Jeremy Boxall, LEAF Marque Director comments: "The LEAF Marque is a truly global scheme and we are delighted that we are now one of SIFAV's approved environmental standards. Here in the UK, some 25% of our fruit and vegetable crops are grown on LEAF Marque certified businesses and we believe our alliance with SIFAV will help ensure this trend continues in other countries. SIFAV and LEAF share many of the same goals and beliefs, including a vision of a world that is farming, eating and living sustainably. The LEAF Marque helps farmers to measure and track performance as well as demonstrate their environmental credentials. We are currently in discussion with UK retailers about a number of producer projects and are looking forward to further supporting sustainable farming on an international stage."

The LEAF Marque is based on LEAF's principles of Integrated Farm Management, 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. For more information about LEAF, its membership tools and services and the LEAF Marque assurance system, please visit [www.leafuk.org](http://www.leafuk.org). For more information on SIFAV visit [www.sifav.com](http://www.sifav.com)

**ENDS**

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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 LEAF Marque 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-product management, animal husbandry, energy and water efficiency, landscape and nature conservation, community engagement and organisation and planning.