



MEDIA RELEASE

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LEAF makes royal appointment

LEAF (Linking Environment And Farming) today named HRH The Countess of Wessex as its new Honorary President. The announcement was made at LEAF's 25th Anniversary Dinner held at The Crystal, London.

HRH The Countess of Wessex will take over the role of Honorary President from Baroness Hazel Byford DBE. The Countess will help LEAF on its mission to cement its place as the leading global organisation delivering more sustainable food and farming, as outlined in its recently launched five-year strategy.

Commenting on the announcement, Stephen Fell, LEAF Chairman said: "We are delighted that such an energetic and committed member of the Royal Family will be supporting our work as our new Honorary President.

With our ambitious five-year strategy looking to stretch our impact and work, we are pleased to be having the support of The Countess to bring in new ideas, especially in our outreach work with communities and people, in building a better understanding of food farming and healthy lifestyles.

We are very grateful for the wonderful support of Baroness Byford in her role as President over the last ten years and we look forward to her continuing involvement."

LEAF's former President, Baroness Hazel Byford DBE added: "I have greatly enjoyed my time working so closely with LEAF and seeing it grow from strength to strength, both here in the UK and in the wider international world. I look forward to continuing as an ambassador for LEAF's valuable work. I wish my successor every success in her role as Honorary President during this changing and exciting time for our farming industry."

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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 more sustainably farmed products. It is based on the sustainable farming principles of Integrated Farm Management (IFM), which covers areas such as soil and water management, pollution control, crop health, animal welfare, community engagement, energy efficiency and landscape and nature conservation. LEAF Marque businesses are independently assessed and certified against the principles of IFM.
- **LEAF Demonstration Farms** are commercial farms which show the beneficial practices of IFM to a broad range of audiences, through organised visits. They communicate an understanding of IFM in order to encourage uptake by farmers, support from the industry and political awareness of sustainable food and farming. The network of LEAF Demonstration Farms includes a range of farm businesses across England and Scotland. They work alongside the LEAF Innovation Centres.